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ADVERTISING IDEAS  
*and*  
SELLING PLANS



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DRY GOODS ECONOMIST  
YEAR BOOK

*of*

ADVERTISING IDEAS  
*and*  
SELLING PLANS

BEING A COMPREHENSIVE COL-  
LECTION OF PRACTICAL SALES  
PLANS, ADVERTISING COPY  
SUGGESTIONS AND TIMELY  
MERCHANDISING IDEAS  
FOR THE READY USE  
OF BUSY MERCHANTS  
AND STORE EX-  
ECUTIVES

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*Edited by*

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ARTHUR SINSHEIMER  
ERNEST C. HASTINGS



DRY GOODS ECONOMIST  
239 West Thirty-Ninth Street  
NEW YORK

1924

DRY GOODS ECONOMIST  
YEAR BOOK

ADVERTISING IDEAS  
and  
SELLING PLANS

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**S**ITTING on top of the "band-wagon," where you can see the daily retail advertising parade passing by in all its splendor, is conducive to broadening one's viewpoint, and in this presentation of the *Advertising Ideas* Section of the Dry Goods Economist Year Book of Plans and Ideas, the writer has been most careful to compile that material which is, in his judgment, of most benefit in the daily advertising and merchandising of retail stores in general, without any thought as to the specific requirements of individual store policies—which it would be an almost impossible task for anyone to set down in book form.

Advertising and sales copy of today is generally well on its way to antiquity tomorrow; but the *ideas* back of the advertising and sales material are always a ground-work on which can be built the profitable merchandising successes of the future.

By the reader getting the right viewpoint as to the material given on the following pages of the *Advertising Ideas* Section, it can be made most valuable. For instance, on every fourth page will be found copy for letters, items of merchandise, sales events and other advertising material already compiled for general use.

Look at all this ready-written copy matter as "skeleton" copy or rough draft which you can revise as you see fit so as to make it fall in line with your own store's advertising policy. In this way only can you realize the greatest benefit and help from these suggestions or copy thoughts.

It's the *ideas* that count after all, so by viewing this *Advertising Ideas* Section with open mind plus constructive thinking there can be little reason why the material herein contained should not be as helpful next year as it has been during this and past seasons.

Arthur Sinsheimer

Commerce 306p25 Stebbins

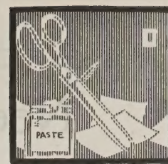
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# Advertising Ideas

## AND SALES PLANS FOR JANUARY



# A Happy New Year Includes Increased Business— Start Off by Using These Stimulators

### Target Practice

In order to make their toy department a year round proposition, Weinstock Lubin & Co. of Sacramento, Cal., have discovered a lure that is almost irresistible to the boys—small and large. The store has installed an air-rifle range in the toy department and instituted a sort of perpetual "rifle" contest in which all are invited to enter. Those who enter the "fray" are registered, the records forming a splendid mailing list with the necessary data as to the youngsters' ages from which to make future solicitations. Air rifles, badges and diplomas are awarded as prizes by National Guard officers, who are also instructors at the range during specified weekly meetings at the store. And the management says it pays in more ways than one to continue with this "firing squad" idea.

\* \* \* \*

### All Lit Up

The Pickens-Preston Store of Denver, Colo., recently proved to their own satisfaction that men and women are just "grown-up children" by capitalizing on the old human trait of everyone liking to "see things work." They had an electrician set an electric button in the front door of their store and over it placed a small sign reading "Push this button and see our store lighted from front to rear." Pedestrians passing at night cannot resist the temptation to push the button and the stunt has given the store a great deal of advertising—and incidentally has provided a very effective safeguard against burglars. The lights are constantly being flashed by the "button pushers" from six o'clock in the evening until the wee hours of the morn and they are connected with an automatic time switch which turns them off thirty seconds after each push of the button. Pretty good, eh?

\* \* \* \*

### Tell It by Radio

So many of the department stores of the country used Radio to such good advantage during the Christmas business, that we must call to your attention the use of broadcasting for announcing January Sales. Don't talk sales—but have a fash-



ion woman tell how to make dresses and wearables of white materials. Plan this with your local broadcasting station and watch your White Sales jump.

\* \* \* \*

### Home Town Sale

In staging a Home Town Sale in Newark, N. J., Hahne & Co. put over a good idea to stimulate their own business and at the same time it helped to educate customers as to the vast resources of their own town as a manufacturing center, besides aiding the business of local manufacturers. All the manufacturers were asked to help in the project, and many of them sent not only samples of their merchandise, but machinery and operators so that the merchandise could be made right in front of the prospective purchaser who would then see and be told why the things being sold by Hahne & Co. were good. It isn't always easy to get manufacturers to help in this way, but for a Home Town Event, they certainly ought to give you all the cooperation they possibly can. Try one and see.

\* \* \* \*

### Sending Them Samples

Every woman loves to "feel the goods" and here's how one store sends cloth swatches to its customers in advertising dresses. Filene's of Boston, Mass., recently sent out to its customers a sample piece of popular white cloth and on it were, in black, five distinct designs for house dresses which a woman could select—of course all the dresses were made of white cloth, sample of which she was looking at. She was also informed that she could order any of the dresses by mail, the price of each model being also printed on the cloth. The unique idea certainly pulled volumes of business and indicates that mail orders, when handled properly are very worth while.

\* \* \* \*

### Free Sharpening

No wonder the women of Lincoln, Neb., think so much of the Rudge & Guenzel Store. How could they help it when the management plans so many little "helps" along the lines of service? Every housewife finds it a joy to work in a kitchen where the knives are sharp—and it's easy

to have them that way when the Rudge & Guenzel hardware department sharpens kitchen cutlery free of charge. "Don't forget to bring your cutlery to our store for a free edge whenever you come to town" is a slogan well known in Lincoln households and one that can't help but make a great many friends for the store.

\* \* \* \*

### Rummage Toy Table

Disposing of damaged toy stock is a bad job, but Younker Bros. of Des Moines, Iowa, used this idea to clean up their mused playthings at prices that brought shoppers and buyers in hordes. A rummage toy table was set aside on which the "as is" toys were spread, and Santa Claus himself explained the damages in each case to the little folks, who were delighted to get the things because Santa advised them to.

\* \* \* \*

### Sports Display

If the store could secure a good representation of the cups and medals won by the feminine athletes of the city in various contests, and display these trophies in a window devoted to sports apparel, the store would greatly increase the effectiveness and sales power of the display. Particularly would this be the case if a card was attached to each trophy, telling who had won it, what record had won it, where and when it was won and what team or gymnasium was represented by the winner.

\* \* \* \*

### A New One

Suggestion cards on which salespeople record the number of customers to whom they have suggested special articles in departments other than their own have been tried out successfully in the Shepard Co. store in Boston. After the salesperson has completed his own sale, he directs the customer's attention to articles which are especially advertised in other departments and which are set forth on the suggestion card. A careful record is kept and the cards are turned in by the salespeople at the end of the day's business. Two dollars is given to the salesperson making the greatest number of suggestions and \$1 is given for the second highest number.



# Keep Pace with the Customer's Changing Needs and Adjust Selling Methods to Her Buying Habits



**January Clearance Sale**  
 Very Few Sale Days Remain! Shop Early and Shop Often!  
 Winter Coats for Women and Misses: Final Reduction Sale  
 \$35 \$45 \$55  
 Children's Shirts  
 Boys' Shoes  
 Clearance Values for Men!  
 Women Prefer Quality and Low Prices in Lingerie. Both are Here!

Every Store Has a Great Opportunity in January. It is the Season When the Public Studies Values in Goods—Let It Study Yours—Encourage It by Making It Easy and Interesting

**JANUARY** brings around the clearance of stocks. It is the time of January white sales, price reduction sales on winter ready-to-wear and many other necessity lines. Newspapers are full of ads with January this and January that all over them. For the most part these ads look alike, sound alike and are alike. About the only difference is the store signature.

This is more or less unavoidable, since the purpose of the ads is identical in all stores, the method of clearing stocks is the same and the reason or excuse is the same.

But there is one element of store clearance at the beginning of the year which is free from likeness. That is the customer. She is different. Her needs are the same as they were last year—perhaps—but her ideas of how and where to supply them are not the same.

She may still think your store is the best place to shop. She may think another would better suit her. She may have made a new year's resolution to change her shopping habits altogether. No one can tell. January brings about some curious changes in the minds of customers.

One thing is certain and only about one. It is this: Thoughtful customers will be looking for the best value for the money. Last year they looked for it. They will look more carefully this year.

Slipshod advertising will get little attention after the first of the year. It gets very little any time of year. People have to be urged to buy, encouraged to buy, directed to buy, no matter how definite their wants may be. They will not let loose of money, as they once would, merely because it is the season of sales.

Describe your values, give reasons for the reductions, do not imagine excuses will pass for reasons. Do away with the time-worn slogan "We are overstocked and must slash prices to reduce." That is too old, too thin an argument. No one believes it.

Replace the old platitudes with sincere, sensible statements. "We always have reduced prices the first of January. You know that. This year we are doing it again and in such a way that if you need goods you can see for yourself the advantages we offer."

If you are reducing the price of wool blankets, let us say, put the old price in the description. Say that this blanket is the same one, if it is, you paid so and so for last fall. Describe why it was priced as it was last fall, then give your reason for the reduction and put the re-

**Many Economies Offered in the Annual Linen Sale**

White Table Cloths, Napkins, Towels, Handkerchiefs, etc.

**SIBLEY, LINDSAY & CURR COMPANY**

**Sale of Silk Remnants! Tomorrow! Values to \$5 for 98c Yd.**

**Another Glove Sale**  
 Women's Handkerchiefs in a 4c Sale

**Buying a Rug at One-Half Price is "Out of the Ordinary"**

**Clearance**  
 125 Women's Winter Coats Reduced to 75c to \$1.00

**Generous Reductions!**  
 Women's and Misses' Coats

**Star Store**

**The End! Monday the Last Day of Loom End Sale**

**4,300 Pieces Gray Enamelware**

Up to \$1.39 Values Choice **39c**

Up to \$1.39 Values Choice **39c**

5c 69c 69c \$3.39

**59c** Coverall Aprons

**15c** Suits and O'coats

**13.75** More Women's Coats

**January Sale of Rugs and Linoleum**

Stocks of Beautiful Rugs at Greatly Reduced Prices

**Monday Next at 9 Sensational Values, Household Linens**

**1400 Pequot and Utica Sheets**  
 Priced at Sale at Very Special Prices

**Towels & Towelings**

**Hack Towels \$1 Doz.**

**Save on Blankets and Bedding**

**Important Sale of Silverware**

**Embroidered Articles**

**White Sales**

**Monday Next at 9 Sensational Values, Household Linens**

**1400 Pequot and Utica Sheets**  
 Priced at Sale at Very Special Prices

**Towels & Towelings**

**Hack Towels \$1 Doz.**

**Save on Blankets and Bedding**

**Important Sale of Silverware**

**Embroidered Articles**

**Special Purchase of Hand Made Blouses \$3.95**

**Undermining Always a Feature of This Sale**

**Three Price Regropings—Corsets**

**Two Apron Specials**

**ROYALTY**

**Extravagant Event for Men**  
 Sale of Manhattan Shirts

There is an advertising and selling lesson in every good advertisement, no matter what store publishes it. Send in some of your ads for reproduction and comment as a help to the other fellow.

duced price in good, plain figures. If you have bought a new supply of blankets for the clearance sales, say so. Then your customer will know it is not in reality a clearance sale but a planned sale.

Every time you fool the customer you fool yourself. She can quit buying from you but you cannot quit selling.

This is mentioned here because many stores do more fooling at the first of the year than all the other seasons combined. They have done it so long, some of them, they believe it themselves but no one else does.

January sales attract attention to store policies for the ensuing year. Would it not be better to do the right thing well and have customers know it the remainder of the year? Customers never think of their favorite store as a one-month store. If they like the store, they like it twelve months of the year.





# What Can a Store Advertise Besides Its Goods and Service?

There Are Several Subjects at the Disposal of the Store Reporter, All Interesting to Customers and Productive of Real Profit to the Business

By Guy Hubbard

LOOKING backward, there are many admen still young but not youthful who can recall positions they lost because they insisted on advertising to the customer. If customers were interested in a store aside from their interest in goods needed they could, and very likely would, go to the trouble to acquaint store heads with the kind of advertising desired by the public.

But the store is not the customer's. She only goes into it in quest of goods she wants and needs. She has troubles enough of her own without assuming any outside of her own activities.

Advertising is read by customers because it is the quickest and most convenient way to get an idea of what the store has to sell. It is rarely interesting, usually only half-informative and frequently dull, commonplace and unintelligent.

This is just as true of big store advertising as it is of small store advertising. For every bright, interesting advertisement, read because it is a delight to read it, there are ten casually glanced at because of habit. These are never read in earnest but are sketchily browsed over and soon forgotten.

Why is it that the most interesting type of enterprise known to business expresses itself so uninterestingly? There may be ten reasons but two are enough. Here they are:

In the first place, store heads for the most part seem incapable of thinking from the store outward. They think from one department to another or from one store official to another. This is plain when a careful study is made of the arguments found in most store advertisements.

In the second place, most store managements are unable to put themselves in the customer's place and see their own stores as a place to buy goods instead of a place to sell them.

Briefly, the average store appeal is a selling appeal in spite of the fact that it is intended to encourage people to buy goods.

Happily there are exceptions, otherwise there would be little use or excuse for the above observations. The Duffy-Powers Times, reproduced

here, is an exception and we are glad to have this opportunity of presenting it to our readers as a good example of what we would call a real *buying advertisement*, which you will find very profitable to carefully study.

It is written to the customer, not at her. It reflects her interest, not the store's. It assumes she knows the store's business is that of selling. Therefore the appeal is based on her buying needs.

A store can always sell if customers find out they can buy what they want in it. Why not keep that in mind when the copy for the ads is being prepared?

In the Duffy-Powers Times the newspaper style of copy is adopted. It is not imitated. This difference is worth analyzing. If the adman attempted to imitate the news reporter's style he would simply succeed in obscuring both the purpose and the subject matter of what he writes. But adaptation is a different thing. The adman has taken the newspaper reporter's method of creating interest and adapted it to creating interest in the store and its goods. The news reporter deals largely with events and happenings in terms of people, conditions and events.

The store reporter must write about things, items of merchandise, articles for which money is paid and which have a definite use in the customer's every day life. This store reporter has done just that.

He has tried to turn store information into news for the customer and he has succeeded in being interesting without allowing the means of interest to overshadow the purpose of interest.

Look at the illustrations. They are done in an easy, charming technique, interesting without being freakish; suggestive of a mood rather than depicting a frame of mind. Why is it more stores cannot see the value of the kind of thinking required to devise this illustrative scheme?

The very fact that this store requires or permits the use of originality is in itself a recommendation so far as thoughtful customers are concerned.

Read the section captions: "Piece Goods Have Bolted Down Stairs," "Dress Show Fascinates With Beauty," "Fresh Air and High Ceilings," "Tearing in an Elevator," and others just as good.

Surely these captions convey ideas much more directly than the ordinary caption platitudes, assertions and absurdities! They leave impressions in the readers' minds. Impressions lead to ideas. And ideas provoke action in terms of the kind of ideas used.

And the section writeups are interesting partly because of the style of writing, partly because of the subjects written about.

The point is this, in case it has so far failed to come out; the way an advertisement is written is more important than the theme or subject of the ad; the theme or subject is more important, in the ad, than the items which form the theme and the customer's interest reflected in what she reads is most important of all. If she discovers her own ideas in the store's news she is sure to read the news, remember it and act on the impulse which it gives to supply herself with goods the store advertises.

This advertisement is not mentioned here because it is a Duffy-Powers advertisement but because it is a fine example of breaking away from hide-bound ideas of department store advertising. It really advertises what a store means rather than what a store is. And that is what brings people in—the store's meaning to them.

All stores are not alike in policy, in merchandising methods or in advertising. But with all their differences they each mean about the same thing to the buying public: a place where family, household and personal needs for goods may be supplied at any time. The nearer the store ads reflect this attitude, the better for the store and its business. This ad reflects the meaning of Duffy-Powers as a store.

WEDNESDAY, NOV. 1, 1922

HOME EDITION

MAIN STREET AT FITZTUGH—STORE HOURS: 9 A. M. TO 6 P. M.

ROCHESTER TIMES LION

PHONE EXCHANGE, MAIN 7000

## DUFFY-POWERS TIMES

WEATHER  
It is always fair weather under this store's hospitable roof.

# DUFFY'S A BEEHIVE OF ACTIVITY

November Ushered in Gloriously, Looking Toward Thanksgiving and Christmas Gladness

## FAMILIARIZE YOURSELF WITH WORLD OF NEW THINGS

### FAMISHING FOLKS FED FAMOUSLY

It is never hard to keep good news from being passed from mouth to mouth. In our case, the word of our famous entertainers in our dining room has been the most talked about. It is never hard to keep good news from being passed from mouth to mouth. In our case, the word of our famous entertainers in our dining room has been the most talked about.

### FRESH AIR AND HIGH CEILINGS

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### LITTLE JOURNEYS With DUFFY'S & POWERS

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### A SERVICE BUREAU ON MAIN FLOOR

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### FLATTERING FEMININE FOOTWEAR

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### PIECE GOODS HAVE BOLTED DOWN STAIRS

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### LADY FINGERS WELL GLOVED

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### BEING CERTAIN

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### NOVEL COAT COLLECTIONS NOW ON DECK

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### TOURING IN AN ELEVATOR

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### DRESS SHOW FASCINATES WITH BEAUTY

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### CLOTHING THE MALE A LA MODE

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### AN ACCOUNT HELPS OUT

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### NEEDLEWORK KNOWLEDGE ILLUSTRATED

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### LUXURIES FROM U. S.

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### GLORIOUS APPLE PIES THURSDAY

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### RUG LOOMS FROM U. S.

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### PRACTICAL FURNITURE PRESENTED

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.

### SERIES OF SURPRISES

The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On. The Manages of this Store Reporter Cracks On.



# January Is the Adman's Busy Month—But These Suggestions Will Help You Across



By Arthur Sinsheimer

## January Sale of Coats

For women and misses who have waited for lower prices on finest quality cloth coats, here is just the sort of a sale you've been looking for.

## Now for the Clearaway of Dresses

These have all been repriced to conform to our January Clearance policy—reduce stocks early by lowering prices to make room for new stocks coming in. Here are the low prices.

### 1st follow-up

## Sales of White

*We Can't Help Our Enthusiasm in Bringing This Event to Your Attention*

There's a reason for the Sales of White having met with an enthusiastic reception from our patrons. The excellent values offered, the broadness of stocks and the high quality of the merchandise proved irresistible to the hundreds of women who crowded our store yesterday. Be sure to come today or tomorrow and share in these values:—

## Now Is the Time to Buy Blouses

Whether it's a tailored blouse of neat simplicity or a dainty blouse of elaborate frills, come make your selections while these prices are in force.

### 2nd follow-up

## Sales of White

*Offering an Opportune Time to Replenish Your Many Seasonable Needs*

Every woman who purchases any of the special items announced for our Sales of White saves money! This fact has been appreciated by every customer, for the success of the sale was assured an hour after it began. Abundant values in white goods, undermuslins, trimmings, etc., are here. Better come tomorrow and see them:—

## Children's Dress Prices Have Been Lowered

Scores of pretty dress styles for school and dress occasions are included in this sale but we advise early selection at these reduced prices.

## Some Call Them a Modern Necessity

"Not from choice, but from necessity," replied a smartly gowned woman when asked why she wears a brassiere. This attitude on the part of fashionable dressers is responsible for our splendid showing of new styles in brassieres.

## January Sale of Women's Undergarments

The sort that have warmth without weight or bulk, in smart fitting styles and at savings in cost that no woman should overlook.

## Ready for the Last Call on Winter Hats

Not a great variety of winter millinery remains in our stock, but all that are here are now reduced for early comers tomorrow.

## Some Mighty Fine Reductions on Corsets

These are models skillfully designed for comfort and style and provide a fine foundation for your new Spring garments. Specially priced for tomorrow only.

*Just as a change of diet, this month we present a series of headings for a January White Sale—first ad and follow-ups—which you will find useful material on which to build your own sales copy. Remember that these are only headings and you can add any amount of subheads, items and prices to fill out your complete advertisements according to the space you intend to use.*

## Sales of White

The Sales of White which we begin tomorrow are quite the most important we have ever held. Fortunate purchases—the result of unsettled market conditions—are responsible for some of the finest values in dainty white-wear that have been offered in years.

Farsighted women will see in these Sales a "not-to-be-missed" opportunity to buy a new supply of white-wear at much lower prices than usually prevail at this time. The sales begin today, featuring the following values:

### The White Fabrics

Both linen and cotton fabrics are represented. No need to point out that the following prices are less than would have been possible at a previous time.

(items and prices here)

### White Waists

Consider that these waists are in the newest and prettiest fashions, well made of good materials—then note their low prices:

(items and prices here)

### White Undermuslins

You are not often given the opportunity to buy such undermuslins so much below their usual prices. The assortments are very large, containing every sort of undergarment you could desire—just see:

(items and prices here)

### Knit Underwear

The special values give you the opportunity to buy fine knit union suits and separate garments at substantial savings in cost:

(items and prices here)

## One to Four Yard Dress Goods Remnants

Every sort of piece goods including a choice of high priced silks. Lengths are suitable for practical purposes and certainly are good buys at these prices.

## Men Take Notice—A Man's Suit Clearance

These clearance prices on men's suits are a good illustration of what we can do for men in a clothes way. If you want to know what value is, see these suits today.

## This Is a Quick Disposal of Skirts

And it certainly will be a quick clearance of smart separate skirts if lowness of price has anything to do with it. Take our suggestion and come early.

## Men's All Silk Persian Cravats

This offering contains six clever conceptions of cravat designs worked out in rich dark motifs and made up in beautiful silks. Only nine hundred in the lot and most people will demand a dozen apiece at this price.

## These Are the Last Days of Shoe Sale

Stocks of men's, women's and children's shoes are still large and assortments are fairly complete—but don't delay over these final reduction prices which go into effect tomorrow.

## These Smart Suits Are Lower Priced

Yes, these are the same suits you admired earlier in the season—and just see these lower prices you can now buy them at.

## A Real Regular January Glove Sale

This is an annual event which gives our customers the opportunity to lay in a year's supply of gloves at very little cost.

### 3rd follow-up

## Sales of White

*Your Opportunity to Buy Finest White Wear at Savings*

We have had many white sales in the past—other stores have had them, too. But we sincerely believe that our present Sales of White are the most important that have been held in this town for years. Our alertness in taking advantage of the unsettled market conditions is responsible for the big stocks and unusual values provided by this event. Just read this long list of tomorrow's offerings:—

## Norwegian Calf Shoes for Boys

Made of a fine quality Norwegian Calf in a mahogany shade and built on genuine oak shoes with a layer of genuine raw hide to prolong the period of wear. A good shoe, made to last and priced very moderately.

### 4th follow-up

## Sales of White

*If You Haven't Done So Already Come Now for the Remaining Good Values*

Hundreds of women are taking advantage of this event to supply their entire white-wear needs for the coming season and the buying has consequently been great. Nevertheless, assortments are still very good and the values just as important as ever. The Sales end (date here). Come tomorrow prepared to save largely on your white-wear purchases. You will not be disappointed. Here Are Some of the Good Things:—

## The Daintiest of Underwear Both Silk and Nainsook

Many beautiful effects have been produced by the use of exquisite laces and embroideries combined with soft silk and lingerie fabrics and in this offering we are showing some of the daintiest new underwear at prices that are exceptionally moderate.

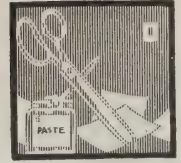






# Advertising Ideas

AND SALES PLANS FOR FEBRUARY



## These Ideas Have Been Used With Success

You Can Save Much Time and Effort by Adapting to Your Own Particular Store Needs Whatever You Think Is Practical Here

### News Stories in Ads

The Rorabaugh-Wiley Dry Goods Co. of Hutchinson, Kan., employ a novel idea to liven up their advertisements and it is bringing good results according to the reports of their advertising manager. In every ad, prominently displayed, is an interesting news story designed to interest Hutchinson folks. One story dealt with house robberies which had been rather frequent and so a hook-up with the present was obtained which attracted attention. The story was headed "Robberies Were Unusual 20 Years Ago in Hutchinson." Another story was labeled "There Were 35 Fires in Hutchinson in 1899." The story went on to tell of a spectacular fire which occurred at that time and how, with the present modernly equipped fire department, such a catastrophe could hardly occur again. This idea ought to look promising to many of you who are searching for something new in your ads.

\* \* \* \*

### Daily Economy Item

Here's an idea that most stores could incorporate into their daily advertising to profitable advantage. Plan with your department buyers to alternate on giving you one item each day that you can offer "for today only" at a much below regular price. This item to be enclosed in a suitable border and to occupy the same size space (and position in layout if possible) so that it is conspicuous enough to be looked for regularly by your customers.

\* \* \* \*

### Looking Things Over

Schuster's of Milwaukee have a Saturday morning "round up" for all employees of all departments at which regular offerings, specials, etc., are paraded before them so that every one will be thoroughly acquainted with what is going on, and will have the proper enthusiasm and interest so that it can be communicated to the customers. "There is no reason why a salesperson at the glove counter cannot, if the occasion offers, interest the customer toward going down and seeing something special being offered for that day in the way of wash-tubs," said one of the executives of the store in explaining the motive of the

"round-up." T. P. Collins, advertising manager of the store, with the merchandise managers, prepares the program for these round-ups. Buyers often talk on their offerings as they parade by, which adds pep to the things they want to particularly push and sell. The influence is reported as being felt over the entire store to a very noticeable degree in increased sales.

\* \* \* \*

### Musical Sales

Jacob Grossman of Warren, Ohio, uses a "soothing" sales idea in his Infants' Wear Department and the psychology of it sounds pretty good. While mother is looking at new things she wants for baby, a phonograph keeps the youngster entertained with lively, musical and fairy tale selections which have the effect of amusing the infant and at the same time making mother feel pleasantly at home while doing her shopping. And we're told that Grossman's does the Infants' business of Warren; maybe "there's a reason" in the records.

\* \* \* \*

### A Hat Contest

Over two hundred new customers was the direct result of a "trim-your-own-hat" contest recently put over by the J. W. Knapp Co., of Lansing, Mich. The contest was staged to make friends for the store's millinery department and prizes amounting to \$100 were distributed. A society woman awarded the points on each entry for general style. An art instructor judged them from the basis of design and artistic merit, while a sewing teacher passed on the quality of workmanship. It's some idea in these days of free instruction given in most stores on knitting, sewing, crocheting and other of the needle arts.

\* \* \* \*

### A Doll's Tea Party

Hahne & Co., Newark, N. J., featured a doll's tea party in their auditorium for little girls and their dolls which was declared a big success by all. Tickets were obtained free in the doll section of the store, over three thousand being asked for. Each little girl was served with hot chocolate, cakes and pretty little souvenirs while

story-telling and music were provided. Every twenty minutes, three hundred more children were admitted to the auditorium and quickly served. What "little mother" in Newark can now fail to think of Hahne's when she plays with her dolls?

\* \* \* \*

### Toy Pennies

Recently the J. B. Sperry Company of Port Huron, Mich., accepted toy money for real merchandise such as dolls, bells, knives, gold-plated pencils and other selected items. Pictures of toy pennies were printed in the store advertisements for a period of three weeks and the children were told to cut them out from as many papers as they could get their parents, relatives and friends to give them for this purpose. These toy pennies were then accepted by the store in payment for specified regular stock items of merchandise at their face value. The plan was to get youngsters excited over the "game" with the store, and through them to bring in the parents. It worked better than any offer the store ever made to give presents away free to the children.

\* \* \* \*

### Free Gas

The Kaplan Department Store of Prosperity, S. C., in order to stimulate trade in the outlying districts, offers to its customers who come by auto and purchase any merchandise to the amount of twenty dollars, one gallon of gasoline for every ten miles they come and go, no matter what the distance or make of car they use. Pretty good deal for Ford owners in particular, isn't it?

\* \* \*

### A "Ridiculous Sale"

The Harry Katz Store put on a "ridiculous sale" for the women of Oklahoma City and the novel method of disposing of broken lots went over in great shape. The sale was advertised as a ridiculous price sale to clean out odds and ends and broken assortments in every department so as to rid the store of leftovers. Study this plan and we think you'll see some usable clearance idea back of it for your adaptation.

### This Page Is Written for Salespeople Who Study Their Employer's Daily Advertisements

Salespeople who are worth most to the stores employing them differ in two ways from other salespeople.

First, they study the merchandise in their departments and sections from the standpoint of its use and value to customers. Knowledge thus gained helps the salesperson to quickly understand what the customer wants and why she wants it.

Second, they study the store's advertising as well as that of other local stores so they will understand the day's selling program and have a knowledge of what their store and other stores have invited the public to come in and buy. This kind of knowledge enables the salesperson to serve customers in such a way that they come again and again to the same department for more goods. This increases the store's volume and the salesperson's pay.

Every four weeks this page will contain an analysis of the selling value of certain kinds of advertise-

ments written so the salespeople can study it and therefore learn what the customer learns from the store's advertisements. Remember this when you read your own store's advertisements: They are written by the store but are written to be read by prospective customers who need goods.

Sometimes customers see things advertised which make them want items they had not previously wanted. This brings customers into the store in a buying mood—to see what the store offers. It is at this point that the salesperson takes the place of the advertisement the customer has just read in the newspaper. At this point sales are made or lost for stores, also customers are made or lost.

Here are three advertisements analyzed to help you in February. They may not be your store's ads but every store runs similar ads and for the same reason, so study these and then your own.

**ELLIS MILLS** **CLEARANCE SALE**

Now for the Big Economy Event  
The ELLIS MILLS  
February Clearance Sale

Prices Regardless of Cost

Women's Undermines 50c  
Silk Dresses \$18.50  
Stylish Shirt Waists 69c  
Children's Coats \$5.95  
Woolen Underwear 95c  
Suits \$39.50  
Embroideries 75c

The Bee Ellis Mills 647 and 649 Penn Street Ellis Mills The Bee

### THE KERN STORE

The February Sales Are Hurrying Winter Goods Out Giving Space to New Spring Merchandise

**Handsome New DRESSES \$25**

Silk Taffetas—Charmeuse—Mignonette—Satin—Crepes

**MEN "23"**

For Any Man's Suit or O'Coat in Our Entire Stock

THE ELLIS MILLS STORE, Reading, Pa.—This ad is different from the other two analyzed here. It is a merchandised ad. Salespeople ought to know these differences because they have different effects on the buying habits of the public. All these sell goods, but the merchandised ad does something besides. It shows the public how the store can serve a wide range of family, personal and household needs by merchandising in sections quite a group of items. For example, notice the embroideries section of this ad. It contains eight separate items and each one has a special appeal to women, either eight women one time or one woman eight times. Think this over, then look for sections like it in your own store's ad and study them. Then study your customers as they shop. You'll learn something of value if you do—something about how ads sell goods.

MANDEL BROTHERS, Chicago, Ill.—A page ad featuring the merchandise of one department—a specialized ad. The merchandise featured is furniture, goods which sell in big units of sale, like \$34.75, \$98.00, \$115.00, \$375.00 and so on. Small units of sale are 20 cents to \$2.50 and are usually found in small wares and accessories divisions of the stores' stocks. Someone has to sell both kinds of sales units in a store but furniture salespeople have to deal with big sales units. This advertisement is interesting and helpful because it is published by one of the finest stores in the world from every standpoint—goods, values, service, advertising.

### Mandel Brothers February Furniture Sale begins tomorrow morning

1,000,000 stock of bed room, living room and dining room furniture for \$750,000

On our recent purchases your savings may range to more than one-third!

**Overstuffed Reception Queen Anne period design February sale \$198**

Wife, chair and ottoman combination February design \$115

Still! \$29.50

Reception 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100

**THE BASEMENT STORE: New Spring Suits 24.75**

Room-Size Rugs 55c

Reg Rugs at 1.88

THE KERN STORE, Detroit, Mich.—A seven column departmentalized clearance ad which is so merchandised that a customer with a large family can save money on a wide range of articles for household and personal use. The leading drawing card is dresses @ \$25.00. The theme of the ad is "moving Winter goods out to make room for new Spring goods. Salespeople in the Kern Store could have told you the day after the sale which items appealed most to the public. If they studied the ad before the customers came in, they were ready to serve in terms of the leading offerings of the store. They knew where each item was located in stock, what the customer had read about it the day before and had sensible arguments ready whenever needed to make a sale. Departmentized ads bring people to all parts of the store because they tell of items in many departments.





This Advertisement Is One of the Best of Its Kind Since 1920

Out of 1000 Clearance Announcements Only One Came Within Three Points of Waites January Clearance.

By Guy Hubbard

This department has analyzed 1000 clearance and special event advertisements since Jan. 1, 1920. Out of this group Waites, Pontiac, Mich., scored best on all points. The points used as a standard of measurement are as follows:

(1) *Logical merchandising*—Putting seasonal and desirable goods into the advertisement on the basis of the greatest demand.

(2) *Item description*—Giving the reader a clear idea of the nature of the article advertised and the kind of value it represents at the price. This includes copy treatment and ideas.

(3) *Forceful captions*—Catching the eye and leading the interest directly into the item described.

(4) *Sane pricing*—Making the price and the value appear reasonable to the plain intelligence of the customer.

(5) *Sensible Layout*—Meaning the right amount of space was used in the right way and accurately fitted to the importance of the selling program.

In making the analysis, all the advertisements reaching the department of analysis and comment are classified under five headings: *departmentized, specialized, merchandised, special and announcement* advertisements. A sixth classification includes combinations of the five classes.

The advertisement reproduced here comes under the special advertisement heading. It is a clearance ad and special prices are offered to effect the movement of special values for one day's business.

In dimensions, this advertisement is four columns wide and 21 inches deep. The reduction is about two-fifths of original size and if anyone is interested in the copy it may be read without eyestrain.

Why It Is the Best

It does just what a clearance advertisement ought to do so far as the customer's interest goes, and does it sanely, sensibly and with restraint. It is frank in subject matter rather than evasive; it is human rather than impersonal; it is based on conditions in the store's stock rather than conditions in the minds of the owner or manager of the store or any of the department managers whose goods participate in it.

All this points to the fact that the management of the Waites store understands the real purpose of clearance advertising and has a good grasp of the store's function with the public. Also it is plain that after a certain stage in the preparation of this advertisement, the adman or adwoman was left to his or her own devices and allowed to translate the store's message about its special values in terms of standard ad-writing practice. At least there is every evidence here of close and sensible co-operation between those who buy the goods for the departments and the individual who keeps the store's contact with customers.

What Is Left Out

A number of things are left out of this advertisement which usually weaken and encumber the average clearance announcement. Extravagant claims are missing. Vague and misleading arguments are not used. There are no invidious comparisons with competitors' values; there are no world-beating claims such as "we are such clever buyers that we got a manufacturer's whole stock for practically nothing." Whenever an argument is made regarding one of the specials it is backed up with believable reasons. All comparative values are accompanied with explanations which help, rather than confuse, the prospective customer.

Time Saving Elements

Each special is designated by a number and "backed them up" with merchandise exactly as advertised, that's why Waites gain and hold the confidence of the shopping public.

Each special is designated by a number and "backed them up" with merchandise exactly as advertised, that's why Waites gain and hold the confidence of the shopping public. Every customer in Pontiac ought to appreciate a store whose advertising is so sincerely managed as this one. Such advertising is in itself a distinct service inasmuch as it interests the customer and directs her to the goods.



WAITES Store Opens at 8:30 Store Closes at 6 WAITES See the Basement Store Chawware and Glassware WAITES

# January Clearance Sale

Twelve Specials Are Listed In This Advertisement—More Than 100 Price-Cards Will Guide You at Waites Tomorrow!

Special No. 1

If We Had Them—We Could Sell Enough For Every Bed In Pontiac—

Seamless Sheets for \$1.08 each. We're not certain regarding the number of beds but nevertheless we feel sure these fine seamless sheets would find their way to every home if they could be shown and examined by Pontiac's housekeepers. They're full size, 81x90 inches, made of an extra good quality of cotton, seamless, and finished like all GOOD SHEETS should be. A limited quantity will be placed on sale tomorrow at the above stated price—\$1.08 (Aisle Three—Main Floor)

Special No. 2

Instead of \$1.25 You Pay Only 75c—Two Hundred at This Price—

Children's Sleepers and Nightgowns of good quality outing flannel that will keep the little folks warm and cozy these cold winter nights. Three styles of kind—sleeper, pajamas and nightgown. Most mothers will welcome a sale of this kind—letting away with the countless hours of making "nights" for the children. You can get them in white, blue or pink in plain colors, stripes or figures. Sizes are from 2 to 14. Special price, 75c. (Second Floor)

Special No. 3

Who Will Be the First to Buy a Rag Rug Tomorrow For 39c?

We won't state their former selling price; we'll let you be the judge of their value. One hundred is the quantity to be sold at 39c each. These rag rugs (called bit or miss) are generally used in bedrooms. You'll be surprised at their good looks and quality, also their size (one and a half feet by three feet). Store opens at 8:30 o'clock and our advice is, "Be here early!" They will be found on the third floor.

Special No. 4

Regular Price Was \$2.50 Clearance Price Is 98c—

Women's Fleece Union Suits, 98c. It reads like something was radically wrong with them, but outside of the seams broken and a few being slightly soiled, the only thing wrong is the price. We want to close them out, every suit, so a price was decided upon that will take every last one early Thursday morning. There are more styles than one and a good quantity of the best selling sizes. Some of these suits were \$2.25, the balance were \$2.50. Tomorrow you choose all you want for 98c the suit. (Aisle One—Main Floor)

Special No. 5

A Sale of Slip-On or Dress Aprons Takes Place—\$2 Ones For 98c—

You will change all your ideas about slip-on or dress aprons when you see the attractiveness of them in tomorrow's 98c sale. They look good, they look neat, youthful and they look becoming. Materials are percale and gingham, and after being laundered they come out renewed and refreshed. The colors are fast. Altogether we have about two hundred of them. Their former prices were \$1.50, \$1.75 and \$2.00. Tomorrow on the second floor for 98c.

Special No. 6

\$2 Petticoats With a 98c Price Tag—Another Clearance Special—

Offering inducements of this kind and "backing them up" with merchandise exactly as advertised, that's why Waites gain and hold the confidence of the shopping public. Sateen petticoats worth \$2.00, some with pleating, others with ruffled flounces—in colors and solid black, also a number of figured patterns in colors. Selling \$2.00 petticoats for 98c, regularly, would soon put the petticoat section on the wrong side of the ledger, but this happens only once in a great while—when "odds and ends" must be cleared away. Maybe, the exact petticoat you want is in this assortment. (Second Floor)

Special No. 7

We'll Sell Genuine Human Hair Nets For 73c the Dozen

That's SOME price for hair nets of the best grade and quality. Two brands or kinds "make up" the contents of this sale. Waites special nets and the Canaborough nets both carried and sold regularly at our two-story section. You can get any shade you wish—blonde, light brown, medium brown, dark brown and black. Sold only tomorrow in one dozen lots at 73c the dozen. (Aisle Two—Main Floor)

Special No. 8

A Number of Women's Fine Suits Take a Drop In Price—Up to \$45.00 Suits Are Now \$14.50

With "inventory" only two or three weeks away, all remaining winter suits must be sold. This is great news for the women who want these very smart and delightfully tailored suits. Winter suits, they are termed, but just the same, you'll find many a woman wearing one far into spring and not a person "a bit the wiser." Unless a very marked change in styles appears, a late winter suit is often taken for a spring suit. These up to \$45.00 suits are in the good shades, and the fashion and quality of each are such that its wearer will invariably feel well dressed in it. Choose tomorrow for \$14.50. (Second Floor)

Special No. 9

You Should Know of These Smart Skirts That Are Reduced to \$5.00

—know that their original prices were \$15.00, \$17.50, \$20.00 and even \$25.00—know that every single skirt is of the latest style and that the materials are the very best, including men's wear werges, all wool covelias and tricelons. Solid blacks and blues with a good assortment of stripes and plaids make this particular group of skirts (at the price) the best clearance special that Waites have offered in years. While we endeavor to tell you (in type) what wonderful skirts we are offering for \$5.00, to gain a full appreciation, one should come and see the styles, the workmanship and know that the materials are all that we say. Tomorrow, \$5.00. (Second Floor)

Special No. 10

Instead of \$35 For a Winter Coat—Women Need Pay Only \$16.50—

Big fur collars, embezzled work, belted models, loose ruffled backs, big toony pockets—coats that look every inch of \$35.00 and made of such good materials as bolivia, duvet de laine, velour and of broadcloth. Lined with pussy willow silk or with a novelty satin and in the good shades of blue, brown, tan and black, these smart coats reduced to \$16.50 are all that is odd of them—they're fine coats, representing a saving of about one-half on each one. (Second Floor)

Special No. 11

We Had a Glove Sale—This Is the "Clean-Up" After the Sale

Last Saturday 600 pairs of kid gloves, value to \$3.75, were placed on sale for a pair. We sold about 400 pairs, and if you will remember, the weather man was not in a cheerful mood—he did his very best to keep people indoors by staging a mild windstorm. A mighty good sale all things considered. The "clean-up" tomorrow involves about 150 pairs, mostly the smaller sizes, 5 1/2, 5 3/4 and 6 with a few 6 1/2. If you are so fortunate that your size is any one of the four mentioned, advise an early arrival at the store in the morning. Gloves worth from \$1.75 to \$3.75 reduced to 49c regardless of size will go out of the store in a hurry! (Aisle Three—Main Floor)

Special No. 12

25 Women—Each With a New Shopping Bag—Some Worth \$3.50—Now \$1.10—

Not a very large sale but a good one nevertheless. There are a few \$2.00 bags, some \$2.50 and \$3.00 ones and a few \$3.50 ones. The fact that they are sample display dates from their good looks or wearing qualities a single bit. Mostly in black with a few spider gray bags among them—all of genuine leather with silk linings, inner purse and mirror. The sale price, \$1.10 is less than their actual wholesale cost. By actual count there are exactly twenty-five bags, and, when they are sold, the bag sale is over. (Aisle Two—Main Floor)



# Quick "Starts" When Time is Limited

If Thinking Up a Headline or the Beginning of an Introductory Comes Slow, These Suggestions Are Easily Adaptable

By Arthur Sinsheimer

**Here's an Interesting February Budget of Bargains**

Our winter stocks are now scheduled for clearance and good, serviceable merchandise is on sale now at lower prices than you would have thought possible a month or two ago. Every department has interesting values to offer—every line of wanted merchandise is embraced in the daily sales that make it well worth your while to read our "ads" and visit the store every day. Among to-morrow's most notable bargain offerings are the following:—



**Complete Clearance of All Women's Coats**

This does not mean a sale of a single lot—but a clearance of everything in our Women's Coat line, including those with fur collars, coats with self collars, belted coats, plain trimmed coats and in fact every coat in our stock—all so reduced in price as to make sure that the clearance will be a success for both you and ourselves.



**An Economy Sale of Women's Smart Suits**

Economy from your viewpoint, a good business clearance from ours. Here is an opportunity for you to pick a suit or two that will wear you well in almost any season. But here's one condition—make your selections now, at the beginning of this sale, so that you will have the satisfaction of choosing while sizes, styles and models are most complete.



**Good Values in Our Clearaway of Winter Hats**

How is this for a timely offering—our entire winter stock of Millinery, including all sorts of desirable hats, even those that have come in within the last week or two, suitable for present or later-day wear. For your easy selection, they are arranged in three price groups as follows:



**Practical Woman's Sale of Separate Skirts**

For house or office wear, and even for general wear indoors or out, a separate skirt always has an appeal to the practical woman. And this sale of all sizes and styles in separate skirts will be appreciated by every woman who wants a good one at a greatly reduced price.



**Here Are Some Dresses That Must Be Moved Out**

And if price has any appeal at all, you'll probably help in the moving. We need the room for incoming shipments and that's why all these Dresses—300 of them—are to be sold at these greatly reduced prices tomorrow.

**Talk About Low Price For High Style Blouses**

This is an opportunity you really can't afford to miss. Whether you want a tailored blouse of simplicity, or a dainty blouse with a little more of the frills, here are clearance prices that will make it pay you to buy enough blouses for several seasons of future wear.

**And Neckwear Reductions Are Now in Order**

Attractive neckwear in large varieties of latest styles are now marked at prices so reduced that you'll probably want to make several selections—make it a point to come early enough to get just the smart pieces you most would like to wear.

**An Old Fashioned After Supper Sale**

If you've never attended one of these After Supper Sales, don't miss this one tonight. An extra big budget of specials has been collected from every department in the store and each item has been given such a new low price that you'll probably think something must be wrong with it. Just look at this list and you'll agree with us that After Supper Sales are great economy events.



**A Sale of Blankets and Comforters**

There's going to be no carrying over of our large stocks of blankets and comforters until next year, that is, we don't think there will be when once you hear of the reductions in price we have made throughout our entire line. Just read down this column and judge for yourselves what the values must be.



**Now for a Clearance Of Knit Underwear**

Every garment of a quality well worth buying at these prices if only to be held for next winter's wear. Sizes are complete in regular, slims and full figured garments, but we cannot be too urgent in suggesting that you do your shopping early for these.



**Sweaters to Go, Too, at Clearance Sale Prices**

Good warm sweaters, smart stylish sweaters, sweaters to wear in the chill of early morning and late evening hours at home or in the office, swagger sweaters for outdoor wear—they're all here for you to choose from at these greatly reduced prices, just see.



**An Inventory Sale Prior to Stock Taking**

An Inventory Sale is generally recognized as one of the most important selling events of the season. It's a hard task for any store to take complete stock records when there are a lot of odds and ends lying around in most every department. And our Inventory Sale is counted on to reduce these annoyances. Hence the price reductions now, just prior to stock taking. For example, see this list of prices.



**Some Real Values In Rugs and Floor Coverings**

A sale of rugs and floor coverings that gives you a splendid opportunity of brightening up the home for less money than it sure would have cost you only a few months ago. In order to reduce stocks to a minimum, these prices are featured for tomorrow.



## A Few Editorial Specimens

### Style's the Thing

Quality and price are important factors in selling merchandise—but after all is said and done, the most important factor is "style." Quality may be of the finest, the price may be just about right, but if the style is not strictly according to the Hoyle of Fashion, you probably won't buy that hat, or dress or suit or even those shoes at any price.

In recognizing the importance of style, we aim to provide assortments that you'll approve of—keeping in close touch with the leading style centers and markets is our method of supplying the latest and most approved merchandise to our patrons.



### Deserving Friendships

Business, after all, is a matter of dealing with friends, and we have gained friends through deserving them—won them through honest merchandise, fair prices and square dealing. If you will visit our store regularly, you'll quickly learn what we offer—in value, quality and service—to deserve your continued patronage.

It makes no difference whether your purchase is large or small, or if you come only to look around—you'll find this a cheerful place to visit. Striving to gain and retain your friendship through deserving it, is our dominant aim.



### Paying for Mistakes

We make a purchase of certain merchandise because we believe the goods are reliable—because we believe it is what our customers need—because we believe it represents full value for every dollar we pay for it.

On this belief, we base our guarantee of "satisfaction" to you. If what you buy is not satisfactory, it is because we made a mistake, and we stand ready to rectify our mistakes by "making good" to you. This is our standing policy on everything you purchase here.

**A Fall in Prices On All Kinds of Furs**

You can almost make your selection from this sale of Guaranteed Furs with your eyes closed, for every piece in the sale is perfect in style, workmanship, matching and attractiveness. Sets and separate pieces are to be sold to-morrow at these reduced prices.



**An Outstanding Disposal Of Really Fine Furniture**

Women who have been waiting for our announcement of this Furniture Sale—take notice. Here is furniture for every room in the house, and what fine, well-made furniture it is—complete sets and separate pieces in every wood and finish. The following items are typical of the savings you can now gain through any purchase you make during this sale.

**Our Monthly Sale of Aprons and House Dresses**

This is sort of a regular event of ours each month, this "sale for one day only" of spic and span Aprons and House Dresses at special prices. If you haven't taken advantage of buying a few for the days to come, this is your last opportunity for twenty-eight days more.



**Special Values During Sewing Week**

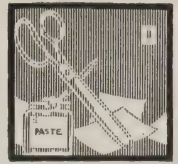
Here is an occasion of genuine importance. It presents the new dress fabrics and trimmings for spring and offers other helps to those who are planning to make their new apparel for the coming season. We invite you to witness our displays during Sewing Week—these are some of the items you'll most probably be interested in.





# Advertising Ideas

AND SALES PLANS FOR MARCH



## Sometimes Little Thoughts Lead to Big Ideas

You Can Save Much Time and Effort by Adapting to Your Own Particular Store Needs Whatever You Think Is Practical Here

### With Apologies

Here's a new one from A. I. Namm & Son over in Brooklyn, N. Y., and it sounds pretty good, too. They have succeeded in placating offended customers through the use of telegrams and night letters to such a degree that "angrified" shoppers have been turned into the firms "biggest boosters." The Western Union telegram is really a letter in which the store seeks to adjust some particular problem which may have ended in an unsatisfactory manner. The official air of the telegram and its implication of immediate attention to the customer's grievance has proved very effective in cementing the good will of those who otherwise might have placed their patronage elsewhere. You'll never know how well it works till you try it on some of your own disgruntled friends.

\* \* \* \*

### Not New—But Attractive

In calling attention to their new hosiery department which has just been installed, the Eastern Company of Portland, Oregon, certainly called more than passing attention to a window display of hosiery which they arranged. A large fence formed the background of the window and peeping out from behind the fence at the left were several small boys, one of whom held a string which was attached to a toy mouse in the foreground. A woman, lifting her skirts in alarm, completed the trim, while on the fence were regular theatrical "one sheets" giving necessary details of the hosiery department with an invitation to "come in and look around." But quite a lot of "looking" was done on the outside, too.

\* \* \* \*

### Money Values

Fluctuating money values which accompany the big swings of the merchandise markets make comparative price advertising most ridiculous and the Edward Malley Store of New Haven, Conn., have evolved some interesting angles to this phase of price discussion. In one of their advertisements they drove home the point with an illustration which ran like this, "Wouldn't it be absurd for us to advertise a towel at \$1 that formerly sold for \$10,000? But such a statement is as justifiable as many that have been and are being made by merchants who still compare war prices with present ones. Our \$1 towel is worth \$10,000 if you disregard the change in unit of money values. The linen yarn came from Russia and be-

fore the war 20,000 Russian roubles were equivalent to about \$10,000. Today they are worth only about \$1." And so, how ridiculous to make price comparisons after all. Think it over.

\* \* \* \*

### Cashing In On Those Lectures

Here's a grand and glorious idea that is used by the Jones Store in Kansas City with great results in their auditorium during the many lecture courses they stage for the benefit and enlightenment of their customers. For instance, during a series of "home economics" lectures, a group of display booths were arranged at the rear of the hall and in each booth were demonstrated articles of home convenience and economy which were brought out and spoken of by the lecturer. During the "sewing course" the booths displayed dress goods, accessories and such articles as are needed to make a home dress-making venture a success. No mention of the booths with their merchandise is made by the lecturer, but the women who attend the lectures have to pass these stands on the "way out" and many of them stop for advice, suggestions and—purchases. What's the matter with some others of us trying it?

\* \* \* \*

### Free Dinner Coupon

Think this one over for awhile and it will probably strike you as forcibly as it did us as an idea to attract certain trade to a store for two purposes—to introduce the Cafeteria and show the service the store can render when properly handled. Rudge & Guenzel of Lincoln, Neb., printed a coupon in their monthly "Store News" which read as follows: "Clip this coupon—it is worth a good meal to one member of your family if presented before February 15th to our cashiers in the Downstairs Cafeteria. Good for one person's meal—eat all you want—you won't be asked to spend a cent—we just want you to come to get acquainted with us as Our Guest. Separate entrance on 13th Street." And the Store News containing the coupon was mailed to a large rural list. A special cashier was appointed as Host and everyone who came thoroughly enjoyed the reception they received—and the meal. This idea has a lot of "good will" written all over it.

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### Chatting With Farmers

Down in Alexandria, La., the merchants decided that the best way to combat the in-

roads on their business made by mail order houses was the starting of "acquaintance tours" into the rural districts surrounding their city. A committee representing the merchants of Alexandria made regular auto trips into the country each day and chatted with the farmers, made friends with them and did not directly try to sell anything—just "to get acquainted" they explained. And the country gentlemen liked the idea of this personal visit and they came to town more often just to keep up the friendship—and incidentally they spent more when they came. Sounds like a pretty good idea—and it pulled good results down in Alexandria, so we're told.

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### Baby "Grab-Bag" Opening

"You are invited to bring your children—under six years of age—and if you haven't any kiddies of your own, borrow some—to a 'grab-bag' party on Saturday." So read the invitation sent out for this new Baby Shop opening and now there are several hundred kiddies around town in possession of tin whistles, little books and other trinkets, such as delight the heart of a tot, who will long remember Little Red Riding Hood who handed out the gifts at the Baby Land Shop of Jamaica, Long Island. Admittance was by invitation only and each child's name, address and birthday was properly recorded—another way of starting a good mail list.

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### A Scenic Idea

There might be some kinds of construction work that most of us would shun and walk a block out of the way to go around it because of the inconvenience it causes on the sidewalk, but the Brownstein-Louis Company of Los Angeles, found that "animated scenery" was a great attraction device and that people came to it out of their way—and even told their friends about it. A good high fence was thrown around the construction work and a talented cartoonist was engaged to paint a series of humorous figures all around the place. The paints used were brilliant in color and together with the humorous sayings, the entire stunt was an "attention getter" for further orders. Even a series of decorated knot-holes which were specially manufactured invited the curious to look through them to learn of the progress of the work going on within. Try it on your next building or alteration venture.



Keep on Telling a Good Merchandising Story and Most Customers Will Keep on Reading It

Individual success in retail advertising is subject to only one principle: interest the customer as directly as possible in her own needs for different lines of goods.

This means one thing for the adman and that is that he must as nearly as possible back up the salespeople when the customer comes in to buy. By the same token the salespeople must do their best to back up the adman and his advertising.

No one, not even a magician, can tell how the public will respond to any single day's advertising. But if one customer responds and asks to see something which has been described the store has gained a big point. It has succeeded in bringing a prospective buyer into the store.

That is the first step toward a

good business for the day. After that, it is largely up to the salesperson. He can sell without knowing what brought the customer in but the chances are better if he knows what was said in the advertisement about the special goods in which the prospect is interested.

Salespeople who study the three advertisements reproduced here and the short comments on them will learn how to respond to different kinds of advertising.

One ad features fashion goods. Another features home furnishings. The third features merchandise to help the home dressmaker. Each ad has certain elements of its own. These are analyzed in the short comments. It will pay to study them well.

**"SPRING IS ON THE WING"**  
The "Trickling In" of fresh, new merchandise quickens the excitement into "Haste and Bustle Preparation"

**For a New Season at Kerr's**  
CHARMING—these new spring fashions—BEAUTIFUL, with color, with suggestions that reflect in every detail the vivacity and liveliness and beauty of spring

We Present Monday a Comprehensive Showing of Spring Apparel for Women, Misses and Juniors (On Our Second Floor)

**THE NEW SUITS** THE NEW WRAPS THE NEW DRESSES

**WOMEN'S AND MISSES' SUITS**—\$38.45 to \$95  
**WOMEN'S AND MISSES' DRESSES**—\$20 to \$37.50

**LOVELY BLOSSOMS BLOSSOM OUT IN A VARIETY OF NEW COLORS FOR SPRING**

**THE NEW SPRING WOOLENS**

**THE NEW HIGH COLLARS IN A MILKWEED FOR SPRING**

**THE SHEER NEW COTTONS**

**WHITE GOODS SELECTION**

**WOMEN'S AND MISSES' DRESSING THE YOUNGSTERS IN SPRINGTIME**

**SPRING SEWING WEEK**

**KERR DRY GOODS CO., Oklahoma City, Okla.**

KERR DRY GOODS CO., Oklahoma City, Okla.—Here is the kind of ad which usually brings in many women with many varied interests. It is a season ad and features outer apparel which means it has appealed to the customers' fashion sense and her interests in the new styles.

Your store publishes ads like this, probably is beginning to run them now since Spring is almost here. Look for customers who want to know what style best suits them. People who buy fashion goods need lots of help. Try to be ready to give plenty of help.

LOEB and HENE CO., Lafayette, Ind.—No kind of retail ad brings more enthusiastic customers in than this kind—Spring Sewing Week.

There are two reasons for this. First, practically every woman in town is interested in new dresses and the fabrics of which they are made. Also notions and accessories.

Salespeople who want to make a big book for themselves and a big day for the store ought to study every item of an ad such as this when their store runs one. This kind of advertising usually stimulates a lot of medium and small sized purchases but frequently hundreds of big sales are made.

Sewing interests women whether or not they do their own. It is hard to resist the lure of beautiful new fabrics, especially silks. And, besides, the buying of new fabrics creates an interest in other goods in the store.

**SPRING SEWING WEEK**

**NOTIONS**

**SILKS to Please You**

**The Near White Goods**

**Dress Forms**

**The Pattern is Printed!**

**The New Gingham**

**Pretty Wash Goods**

**Trimings**

**Dress Goods—All New!**

**Loeb & Hene Co.**

**How and Why Barker Bros. are Complete Furnishers of Successful Homes**

The establishment of Barker Bros. has been recognized as a Home Supply Store by the Home Furnishing Industry, the real Center of Home Furnishing Supply and Retailing. In our view, the Home Supply Store is the only kind of store that can provide the complete home furnishings service which is needed by the home owner. Barker Bros. is a store that has been built up to meet the needs of the home owner. It is a store that has been built up to meet the needs of the home owner. It is a store that has been built up to meet the needs of the home owner.

**Two Model Furnished Homes**

**Ten "Interesting-Glory" Bedrooms**

**Suite of Model Offices**

**The Gallery of Mirrors**

**Lecture Course in Home-Decorating**

**University of California Lecture Course**

**Studio of Home-Planning and Home-Decorating**

**Free School of Lamp-Shade Making**

**Home-Decorating Museum**

**Interior Delivery Territory**

**Val Motor Delivery Fleet**

**The Modern Collection**

**Convenient Credit Service**

**Shopping Bureau and Mail Order Service**

**Special Free Publications**

**Office Equipment Service**

**Home-Furnishing Library**

**Home-Decorating Library**

**Special Photographic Service**

**Map of Los Angeles Given Free**

**Aesthetic Advertising Illustrations**

**Content Department**

**Furniture Exchange Department**

**Barker Bros. ESTABLISHED 1890**  
Broadway, Between Seventh and Eighth

BARKER BROS., Los Angeles, Cal.—There is a specialized appeal in this kind of an ad which brings customers into the store with more than one interest. One interest may be in some specific piece of furniture or other item of home furnishings. Another interest may be just that of seeing how something for the home will look, how a rug will look with a dresser or with a curtain or drapery or with wall paper. After the customer gets her idea, she will buy what she wants.

Keep in mind that after this kind of an ad appears for your store, new interest in your departments is sure to follow. Be ready to talk intelligently about what is advertised in your store's ads.





# An Advertisement Has No Competition When It Interprets a Universal Need

This one has a theme taken directly from the mind of the persons it is designed to interest—lovers of beauty, harmony and comfort.

By Guy Hubbard

The advertisement reproduced here was written by Mr. J. E. Smith for the D. M. Read Co., Bridgeport, Conn. It would be unattractive and uninteresting if the four-part illustration and the chief caption were omitted. The illustrations give it atmosphere; the caption gives it character. Both are essential in creating interest in quality merchandise such as comprises the bulk of the items described.

This advertisement would be classified as a merchandised announcement with a specialized appeal. It is merchandised because the items are from several different departments so far as this one ad goes. The appeal is specialized because it is directed toward the home-making instinct. A house can never be a home, no matter how well it is built, until it is furnished with those articles of beauty, comfort and utility which meet with the tastes of the occupants.

### A Central Theme

Copy in this advertisement has just that for its theme. The theme is woven around chinaware, bedding, music, linens for the home and wearing apparel for the person. The latter is detached somewhat from the home part of the advertisement but has a direct connection with the plan of argument.

A setting showing the dining room, living room and a bedroom suggest elegance, comfort and good taste and thus colors the character of individual items described, especially the china and bedding and linen items.

It is doubtful whether this one advertisement brought much by way of direct returns even though special priced values were offered. But it did interest people in the idea of a tastefully appointed home. It was worth all it cost if it did nothing but center the interest of people of taste in the store's merchandising policy.

If follow-ups were used they very likely brought some immediate sales to the departments featured because they would naturally reflect something of the atmosphere and character of this advertisement.

### General Application

Retail advertising is improving generally. At least the good advertisers are doing better whether or not the poor ones are getting worse. Anyone can sense this who sees many advertisements and studies them with a constructively critical eye.

Impressive and unimpressive they continue to appear in the newspapers every day. Good, bad, indifferent; interesting, uninteresting; flat, vivid, dull, and so on through all gradations of merit and demerit.

And year after year, national and local advertising clubs and individuals strive to better the advertisement as a unit and put the stamp of power and interest into advertising. And it is this effort, by organizations and individuals, which accounts for the increase of good advertising over indifferent advertising and better advertisements over poorer advertisements.

While it is plain to any practiced eye that retail advertising is progressing as a whole, it is just as plain that improvement is needed in one direction—the standardizing of quality. A store will one day have an advertisement which measures up to all the known standards of good advertising practice. The next day it will have one which has few, if any, marks of such excellence.

The D M Read Co  
Established 1857

This Store Closes Daily at 6 o'clock

The D M Read Co  
Established 1857



### A Man's House is His Castle

Without and within it should express his taste and his standing in the community. The most modest cottage may overlook a richer house or a mansion in the nearness of its surroundings.

The January Sale of Furniture offers an exceptional chance to fit up the interior of the house.

### Dinner China Sets

- American Porcelain Set of 112 pcs., showing a large floral border in pink and blue, with black line on edge. Regularly \$60.00. **\$45.00**
- American Porcelain Set, 100 pcs., with decoration of two blue lines with pink roses, coin gold handles. Regularly \$54.00. **\$44.00**
- American Porcelain Set, 112 pcs., having a wide band of tan outlining a cream colored border and set with pink roses. Regularly \$46.00. **\$37.00**
- American Porcelain Set, 100 pcs., with incalton effect in blue set with pink roses. Regularly \$34.00. **\$26.00**
- American Porcelain Set, 100 pcs., in the well known "Bluebird" pattern. Regularly \$30.00. **\$24.00**
- Syracuse China Set of 112 pcs., floral border design with dark blue band on edge. Regularly \$71.30. **\$60.00**
- Bavarian China Set of 100 pcs., novel in design, with coin gold edge and handles. Regularly \$85.00. **\$68.00**
- Haviland China Set, 100 pcs., in pink spray design. Regularly \$61.00. **\$53.00**

### On a Special Bedroom Set

the pieces may be bought separately if desired.

- In Mahogany or Walnut:
  - Dresser, **\$50.00** Chiffonier, **\$40.00**
  - Vanity, **\$62.00** Bed, **\$40.00**
  - Bow-foot Bed, **\$50.00**

### Dolls

Small and medium sizes, and many of them unbreakable. Were \$1.25 for \$2.00 to close out at **\$0.95**.

Second lot, were \$2.25 and \$2.50. To close out at **\$1.00**.

Stuffed Animals on wheels **\$1.95**

### For Children

Creepers and Rompers in tan, brown, pink, blue etc. Original prices were \$1.00, \$1.50 and \$2.00. Creepers in sizes 2 and 3.

Rompers in sizes 3, 4, 5 and 6. **50 cts. to close out.**

A second lot, a little mussed and dusty. Creepers and Rompers of crepe and chambray. **\$1.00 to close out.**

### Undermuslins

One table filled with a collection of odd garments, incomplete sizes, but all very desirable.

There are V-neck gowns, La Greque Combinations, Chemi-Pantelons, and other pieces good in style.

Your Choice at **\$1.69**

### Medicine Cabinets

White Enamel, with heavy bevel plate mirrors and plate glass shelves.

Regular **\$10.00**

Small **\$13.50**

Medium **\$18.00**

Large **\$20.00**

Very Large **\$25.00**

**The New Year**  
Saw the repeal of the so-called "Noisance and Luxury Taxes." No longer will it be necessary for the purchaser to pay a tax on articles of wearing apparel such as, shoes, neckwear, hats, dresses, waists, hosiery or lingerie of any kind. Ever since 1919 people have been paying a luxury tax, which applied not only to luxuries, but to certain necessities when they exceeded a certain price. The elimination of this tax means a great saving on the annual family expenditures. Everybody feels relieved on account of it.

### A Special Clearance of

**Pathe Records**  
One lot of more than seven hundred records, including a good many popular dance numbers and also vocal and instrumental pieces. These have been \$5 cts. **Now 50 cts.**

A lot of nearly three hundred records. Have been regularly \$1.00 and \$1.25. **Now 75 cts.**

One lot of about two hundred. Regular prices \$1.50 to \$3.00. **\$1.00 each**

In this last lot are a number of very desirable pieces of classical music. **\$1.00 each**

### Specials in Linen

Table Damask by the yard, of pure linen in attractive patterns. 70 inches wide. **Sale Price \$2.75**

Fine Damask 70 inches wide. **Sale Price \$3.00**

Menorcan Cotton Damask, heavy quality with soft finish, 64 inches. **Sale Price 75 cts.**

70 inches wide. **Sale Price 95 cts.**

Imported Cotton Napkins, 18 inches square. **\$2.75 a dozen**

Plain White Linen by the yard, 36 inches wide. **\$1.49 a yard**

Special 75 cts. a dozen

Third Floor

### On a Cold Morning Women's Freed Underwear

A gas heater is a friendlier article and we are glad to welcome it in any room. Black Enamel Case, open-front style with copper reflector. A very powerful heater. **Sale Price \$5.65**

Old price \$8.00. **Now \$5.65**

Round Cylinder Style, a blue flame burner, suitable for sleeping rooms or bath rooms. **Sale Price \$3.25**

Old price \$4.50. **Now \$3.25**

Electric Heater suitable for medium sized rooms. **Sale Price \$5.25**

Old price \$6.75. **Now \$5.25**

Portieres

Of Duplex Velvet, were \$30.00. **Now \$25.00**

Red Silk Velour by the yard. 50 inches wide. Was \$8.00. **Now \$4.00 a yard.**

Merino Union Suits, low neck, sleeveless, knee length only. Were \$2.75. **Now \$1.95**

Silk and Wool Union Suits, low neck, sleeveless, knee or ankle length, were \$3.25. **Now \$2.95**

# For Use During a Spring Campaign

If Thinking Up a Headline or the Beginning of an Introductory Comes Slow, These Suggestions Are Easily Adaptable

By Arthur Sinsheimer

## Newest Arrivals In Women's Spring Apparel

Women and Misses seeking new clothes for Spring will undoubtedly find this showing just teeming over with interest. The new styles are wondrously appealing and distinctive, fabrics are of exceptional quality and colorings run high. Come see this new apparel—there are exclusive style developments in every model shown.

## These Are The New Spring Suits

So very distinctive and attractive that they simply can't help being admired. The style notes in these forerunners of early Spring Suits are well worth your while to study if only to be well informed on the approaching season's fashions. Various models developed in effective styles at moderate prices.

## A First Showing of Spring Dresses

We're not going to tell you very much about these beautiful dresses because we really would like you to come see them for yourself. All that we will say is that they are beautiful beyond description and what's just as interesting, perhaps to you—they are all priced very moderately.

## The Newest Coats For This Season

The dominating style influences for Spring are thoroughly represented in this comprehensive display of smart coats which have been gathered from every available source. These are the newest ideas in advance Spring styles—advanced in style but retarded in price—just see several of these models and you'll understand our saying Good Values.

## Loveliness Is Embodied In These New Waists

Each model is new, dainty and in some alluring style that you'll take a personal fancy to. Made of finest crepes, satins, silks, batistes, lingerie and handkerchief linens in simple tailored styles as well as those more elaborately decorated with the season's new frills. And prices will prove a revelation for moderateness.

## Authoritative Styles In Separate Skirts

As usual, separate skirts will play an important part in the woman's wardrobe this Spring, especially those who find the waist and skirt combination of greater comfort when not attending to formal social engagements. We invite you to see our splendid assortment of these better skirts which are all moderate in price.

## The New Spring Dress Fabrics

It is no small undertaking to feature the new dress fabrics for Spring at a decisive underpricing but we've accomplished it and our displays deserve your attention if you have the making of your Spring apparel in mind.

## The New In Silk Petticoats

Your silk petticoat thought will probably lead you to a decision in favor of one or more of the pretty styles which we have assembled for your selection. And don't fail to see those developed in the new silk jerseys—and note the prices.

## Charming New Spring Millinery

Millinery for every phase of your Spring attire—from the simplest morning frock to the most elaborate dinner gown—all through the pretty ranks of social and street attire—there is a specific type of Millinery for every occasion that is essentially correct. Come see this informative display and note the little prices.

## Spring Style Letter

With slight changes here and there, if necessary, a letter like this to your customers will help to increase your sales of early Spring merchandise and build a great good-will feeling toward your store.

Dear Madam:

*Isn't it just about at this time that you find yourself interested in finding out what the new styles in garments, accessories and furnishings are to be for the approaching Spring season?*

*In believing that such fashion news would be of particular interest to you, we now wish to extend a cordial invitation to visit this store at your earliest opportunity and see the advance styles for yourself.*

*Our stocks now portray some of the most favored of the early creations in Coats, Suits, Dresses, Waists, Skirts, Millinery, Dress Fabrics, Silks, etc.—all of which we are sure will greatly appeal to your individual taste in style matters.*

*New assortments are being added to our present displays each day, and by accepting this invitation to see all of these latest Spring fashions, you do not oblige yourself in the least—although prices are so reasonable that any purchase you might make would be a step toward true economy.*

*When may we have the pleasure of showing you these fashions which form the keynote of style information for Spring?*

Very truly yours,  
(Store Name Here)

## And About Those New Spring Pumps

Choice narrows itself down to just what style of "strap" pump one prefers. A very easy way to be sure of both value and the newest mode is to see the new Spring pumps we are offering in popular leathers at moderate prices.

## Stocking Notes for Spring

When one considers the matter of stockings for Spring, the new shades in silk stockings are what she will choose in part. We are offering these special prices for tomorrow just to get you acquainted with our Hosiery Department.

## Here's Another One of Those Editorials

Initiative is the ability to do the right thing without being told. Business initiative is "efficiency"—the power of leading, of quickly realizing conditions and making speedy readjustments.

We have kept in close touch with our customers and the market. We have anticipated—and acted. How carefully we have planned, and how successfully our plans were carried out is very evident in the splendid stocks we are now showing for Spring. We invite you to verify our "initiative powers."

## Then There's The Wool Sweaters

A Spring wardrobe without a wool sweater for both warmth and fashion is quite beyond the conception of the well-dressed woman. Just how fascinating it may be is quickly seen in the Sweater Shop which you should be sure to visit when on your tour of style inspection.

## The Spring Gloves Are Also Here

For gloves to go with any costume in your new wardrobe, the kind that lend a certain air of correct detail to your attire, you need go no further than our Glove Department to make your selections. And you'll probably be surprised at the lowness in prices, too.

## Spring Neckwear Worth Considering

These displays of ours are proving most interesting to all who see them. In the terms of "New and Different," our neckwear answers every need of the woman who wishes to add the final touch to her new Spring apparel.

## With a Thought to the Children

The new Spring Apparel for Boys and Girls of all ages is here now for your selection and to say that the dresses, suits, hats, blouses, coats, etc., are "clever" in their newness of design is putting it mildly. Come—and bring the children to be completely outfitted—prices you'll find moderate.

## And the Men, Too, Are Taken Care Of

For in our Men's Shop we have gathered together one of the most all-inclusive displays of Men's Clothing and Furnishings for Spring that it was possible to round up and we would like every man in town to pay us a visit if only to see this Spring Style Show.

## Spring Achievements in Women's Stout Wear

Even this department is all aglow with the complete apparel needs of women of extra size and we extend a most cordial invitation to those interested in the larger sized garments to see this Spring display.

## Those New Knicker Suits

For the woman who enjoys the call of the great outdoors, whether merely on the tramp or for golfing, what more comfortable could she choose than one of these new three-piece sport suits—jacket and skirt while getting to the "field of action" and knickerbockers when the "play" begins. And best of all, the price is no hindrance to your getting one of these knicker suits.







# Advertising Ideas

AND SALES PLANS FOR APRIL



## If You Need New Viewpoint, Get It Here

Sometimes Just Looking at a Good Idea That Has Been Used Will Help You Think Up One That Hasn't Been Used—Here Are Some First Class Thoughts

### Wireless Selling

A new era in up-to-date selling was started when the Kaye & Einstein Company, manufacturing furriers of New York City, threw open its wireless station for the convenience and edification of visiting buyers in the market. Stock market quotations, weather reports, concerts, lectures and daily news items are now on tap. And buyers are not to be alone in enjoying this pleasure, for the head of the firm announces that within a few weeks a connection will be made with its large workrooms so that, with the aid of a loud speaker attachment, employees may enjoy wireless concerts during their lunch hour. It certainly ought to put out-of-town buyers in a perfect "receiving" frame of mind while looking over the Kaye & Einstein new fur modes for Spring. Tell us your ideas on the use of radio as to entertaining customers and thereby increasing sales.

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### Dog Friends

Most every store makes a feature of obtaining new friends among grown-ups by catering to the juvenile trade, and the retail merchandising possibilities of this plan are now pretty generally recognized. But winning a customer through his or her canine pet is a method of sales appeal which is still comparatively new. "Love me, love my dog" is an old saying which has considerable significance for any merchant, and dog owners as a class constitute a body of customers who usually have plenty of money to spend—think this one over for a while and if you decide to tackle the idea, throw in a headline something like this: "If Your Dog Isn't Worth a New Collar, Shoot Him"—that ought to startle animal trainers to action.

\* \* \* \* \*

### An Added Service

With Spring rapidly approaching and all the new seasonable shades and colors coming into their own, it's quite a problem of keeping a varied enough assortment of women's hosiery in all colors to match the new Spring attire. But there is a way of keeping customers well pleased. The "Dixie Shop" of the H. & S. Pogue Company of Cincinnati, which handles high grade silk hosiery, has inaugurated a dye-

ing and mending service which works out pretty nicely. The Shop announces that there is no extra charge for dyeing hose to match women's and misses' favorite new gowns and guarantees to duplicate any shade selected. The shop will also repair old hose, even to the extent of replacing heels, toes, or whole feet, if necessary, at small cost.

\* \* \* \* \*

### Penny a Yard Profit

This one comes from Brooklyn, N. Y., where the Ridgewood Dry Goods Co. put over a new "penny" sale idea in good shape. The sale, which lasted a week, included all the yard goods departments of the store—dress goods, silks, draperies and domestics. Its display windows were used solely for yard goods trims, and hung from the valance of each front window was a large reproduction of the 1922 Lincoln penny. In addition to these, special six-inch window strips were used and measured off in yards to represent a tape measure. At the end of each yard was a three-inch reproduction of the penny and between each penny was printed "Penny-a-Yard-Profit" in red letters. All price cards, in both the windows and on bargain counters and tables were specially printed and had real pennies glued in each corner for decorative purposes. Vigorous advertising copy, low prices, and out of the ordinary displays put the sale over in great shape.

\* \* \* \* \*

### Wrapping Paper Ads

A special wrapping paper is one of the advertising stunts of the Flint & Kent Department Store of Buffalo for its infants' wear department. Printed in the center of each sheet in blue is a stork bearing a card, upon which is printed an appropriate little jingle. On the lower end of the wrapper is a picture of a tiny baby lying in a blanket attached to a baby scale. Tiny toys are pictured around the border, and the baby department attributes part of its popularity to this publicity.

\* \* \* \* \*

### Free Phone Calls

Ware's Department Store of New Rochelle has shown through a period of years that it is not a very difficult thing to get plenty of business, not only from New Rochelle, but even from other suburban towns, which, in a great many instances,

are difficult of access. As far as the town's trade is concerned, the solution has been consistent advertising of "class" merchandise that is "right" in quality and price. The auto has helped to get trade from the suburbs because those who own machines find the short ride of a few miles more pleasant than the longer ride in the train into the jostling crowds of the city. And to cap the climax, free telephone calls solve the problem of the shopper who is not blessed with an automobile and hence would find it difficult to get to New Rochelle in person. The store allows these patrons to call up and reverse the toll charge—an idea that certainly corrals the utmost of suburban trade.

\* \* \* \* \*

### Radio Again

The Goldsmith Department Store of Memphis, Tenn., recently installed a radio receiving set in its children's department. By cleaning a large space in the center of the floor, crowds of youngsters daily congregate to hear "Uncle Wiggily" bedtime stories and other interesting concerts of instrument and voice which, through special arrangement, are sent by the wireless telephone broadcasting station of the Westinghouse Electric & Manufacturing Company all the way from East Pittsburgh to Memphis. And don't forget that any customer who buys a good receiving set from Goldsmith's can also hear these same concerts right in their own home. Better look into this Radio game while the going is good.

\* \* \* \* \*

### "Actual Cost" Tables

Lowenherz Brothers of Columbus, Ga., have made this selling idea a regular feature of their store. Every Monday and Thursday the store announces through its advertising space in the newspaper, the article which has been selected for the "cost" table. On the following day it appears on the table and is marked at the bona fide actual wholesale cost. Making a success of this stunt requires the presence of a high type of salesperson at the table because only through the subtle art of suggestion can the store overcome the loss which it sustains in selling merchandise at cost prices. Lowenherz Brothers have found that visitors to the "cost" table will make other purchases if they are properly handled—and it wouldn't cost very much for other merchants to try it.





## The Smith-Kasson Co.

Announcing the opening of a new shop devoted exclusively to Women's

### FASHIONABLE STOUT APPAREL FORMAL OPENING

Monday, Tuesday and Wednesday, March 14, 15 and 16.

The new shop is located at the corner of Broadway and Third St. It is the largest and most modern building in the city and is equipped with every modern appliance. The store is open from 10 o'clock to 6 o'clock daily.

#### LIVING STOUT MODELS Will Exhibit the New Spring Modes

"Fashionable" Stout COATS and WRAPS \$39.50 to \$165.00	"Fashionable" Stout SUITS \$39.50 to \$165.00
"Fashionable" Stout DRESSES \$29.50 to \$150.00	"Fashionable" Stout SKIRTS \$14.50 to \$85.00
"Fashionable" Stout BLOUSES \$7.50 to \$25.50	"Fashionable" Stout LINGERIE \$2.50 to \$12.00
"Fashionable" Stout CORSETS \$5.00 to \$12.00	

## Salespeople Should Consider the Advertising Man as One of Themselves—A General Salesman



It Takes About Fifteen Minutes to Make the Average Sale to a Customer—It Requires About That Much Time to Read an Advertisement

The three advertisements reproduced here feature two of the leading divisions of a store stock—ready-to-wear and silks. The ads are about the same size and contain about the same amount of reading matter.

An intelligent salesperson could read one of these advertisements through in fifteen to twenty minutes. If read with the utmost care, not more than thirty or forty minutes would be required.

If every salesperson in the departments represented in the advertisements would try to analyze why each item is in the ad, why it is priced and described as it is and to picture in her own mind how each description is going to appeal to a customer, the adman's work would closely dovetail with the work of each salesperson. By such a cooperation between the sales force and the advertising department an ideal merchandising situation would result that could not help but build a better store service and thereby an increase in sales possibilities.

It is doubtful whether more than 2 per cent of salespeople read advertisements of their own department with any regularity or very intense interest. But if they realized how the ad helps them make sales they would consider it a duty and a privilege to read every word. Also salespeople in departments not represented in any particular ad should read it because customers are likely to ask questions about the advertised goods of people not in that department. The store ad, no matter what is in it, is for the good of the entire store and the quicker this idea can be thoroughly entrenched in each salesperson's mind, the better it will be for everyone concerned—especially the salespeople themselves through a greater showing in the daily sales-books.

Read the descriptions of how to read the ads represented here and then apply what you learn to ads of your own store. This is one of the best methods for studying salesmanship.

**SMITH-KASSON CO., CINCINNATI, O.**—Here is a page advertisement devoted entirely to apparel for stout women. The store that can establish a good volume of business with stout women is fortunate. Salespeople can, if they will, read this ad, get the idea and spirit of it and thereby help themselves to make more satisfactory sales—satisfactory to the store, the customer and the salesperson. Remember, stout women are a bit exacting regarding what they wear. It requires tact, patience and understanding to get and hold their trade. But it is profitable trade once your store gets it. This ad is the opening wedge for the salespeople. Read the ads your store runs and while you are reading them, keep in mind that tomorrow's prospective customers may be reading just what you are reading. When you meet, you can talk and think with common understanding.

**THE HALLE BROS. CO., CLEVELAND, O.**—This six column advertisement is more than a mere catalog or bulletin of items. It describes different items of outer apparel from the fashion standpoint—from the standpoint of trimmings, materials, models, styles. When a lady comes in to buy in response to this kind of an advertisement she will feel strange if the salesperson is not so well informed as she herself is about the goods. If the customer gets her impulse to buy from the ad, surely the service she gets should be in keeping with the ad. This one is especially well written and interesting. The salesperson should be as interesting and should display as much intelligence as the printed ad displays. And furthermore, what better method could a salesperson adopt for studying a new season's style changes than by reading thoroughly every style ad put out by the store at the beginning of each new season. The advertising department spends many days and sometimes weeks in getting style information together and all this you can get by a ten or fifteen minute careful reading of the daily advertisements as they appear in the local papers.

## SIBLY, LINDSAY & CURR COMPANY

### Silk Dresses

These dresses are made of the finest French silks and are designed in the latest styles. They are perfect for the spring season and will be popular with all who desire the latest in fashion.

### Silk Fabrics

These fabrics are made of the finest French silks and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

### Silk Negligees

These negligees are made of the finest French silks and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

### Silk Blouses

These blouses are made of the finest French silks and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

### Silk Underwear

These underwear items are made of the finest French silks and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

### Silk Hats

These hats are made of the finest French silks and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

### Silk Ribbons

These ribbons are made of the finest French silks and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

**SIBLY, LINDSAY & CURR CO., ROCHESTER, N. Y.**—Few salespeople know all the interesting things they might know about silks. Many stores run just as interesting advertising on silks as this one is—and it is most interesting and helpful—and it would pay any silk salesperson to read such advertising, also any other matter which tells about silk, its nature, its quality and its use.

Besides silk for dresses, there are other commodities of silk—ribbons, underwear, veils, gloves, hats, lamp shades, sweaters, and so on. Every store carries them and people buy them—because they are made of silk. Salespeople never know too much about silk, too many facts, too many viewpoints about its charm, its beauty, its uses. Ads furnish this knowledge. Read your silk ads, even try to think of things to tell the adman so he can put some of your ideas into his ads.

## The Art of Correct Dress As Presented In the Specialty Shops of this Establishment

The Halle Bros. Co.

### Costume Tailors

These tailors are experts in the art of fitting and tailoring costumes. They will make any costume to order and will guarantee a perfect fit.

### Evening Costumes

These evening costumes are made of the finest materials and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

### Millinery

These milliners are experts in the art of making hats. They will make any hat to order and will guarantee a perfect fit.

### French Underwear

These French underwear items are made of the finest materials and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

### Coats and Wraps

These coats and wraps are made of the finest materials and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

### Misses' Apparel

These misses' apparel items are made of the finest materials and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

### Spring Blouses

These spring blouses are made of the finest materials and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

### Silk Petticoats

These silk petticoats are made of the finest materials and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

### Corsets

These corsets are made of the finest materials and are perfect for the spring season. They are available in a variety of colors and patterns and will be popular with all who desire the latest in fashion.

**The Halle Bros. Co.**



Here Are Outlined Some of the Non-competitive Elements of Retail Campaign Advertising

Well Regulated Serial Copy Automatically Reduces the Price of Newspaper Space for Department Stores—Here Is a Method Worth Some Careful Study

By Guy Hubbard

Sometime in the sweet bye and bye an experienced department store advertising man will retire and write a book on retail advertising. It will be a book which any adman can read and then put what he reads into practice.

It is not in disparagement of the many excellent books now in print on the various phases of advertising. Not at all! Most of the books are good books, full of interesting facts, figures and rules and much guidance and suggestion, helpful to the beginner in this fascinating field.

I do not know who is to write this book, but I can suggest a good title for chapter ten. This is it: "How 'Serialized' Campaigns Reduce Cost of Space for the Department Store." By space I mean newspaper space, not floor space.

Laying aside the appeal of the merchandise itself and the value represented, the store has a big influence on the sale of the goods, any item of goods. And there are hundreds in a store's stocks. No store can afford to buy space enough to give every item in stock an application of advertising every day or every week.

ads are used for various purposes. Sometimes a campaign on the Louis XVI Dress Salon, sometimes rugs or shoes or ready-to-wear. It makes little difference provided the campaign idea is carried out. Sometimes four ads will suffice, at other times, six, eight or ten, maybe more.

adman or woman who has a good one, complete in idea and form, can have it reviewed here by sending it in. It always helps if a little data regarding the merchandising purpose of the event accompany the ads. This is not necessary, but it results in a better review both for the author of the advertisements and the audience to which the reviews are directed.

The purpose of this particular page of Advertising Ideas is a bit different from the regular Advertising Comment page which appears every alternate week.

Advertisement for The Charm of the New Things, New Prices... featuring various fashion items like 'Lousie' Corsets, 'The Keen Zest of Driving One's Motor', 'Camel's Hair Coat', 'New Wool Skirts at \$15', and 'The Louis XV Dress Salon'.

Advertisement for Gladding's Furniture, featuring 'The Louis XV Dress Salon' and 'The Crystal Blue Niftinery Suite'. Includes images of furniture and promotional text.

What is important is the treatment of matter in the space. Copy is written in a certain vein in each kind of space, no matter what the subject matter may be. For example, the strip ads are divided into segments, each one dealing with a special item and in a new, interesting style of writing. It is informative, easy to read, and easy to remember.

to watch for the ads which carry what interests her. She is familiar with the style, the story and the merchandise as she needs it. That is all there is to the campaign method. It works for a store just as a serial story works for a magazine, except the ads are usually more interesting and better written.

When you mail your ads, please state whether or not they are intended for the Monthly Advertising Ideas page or the regular Comment page, so that we will know how to handle them properly.





# Here's a Good Place to Look for Ideas

These Paragraphs Are Always Full of Merchandising Suggestions for Seasonable Copy on Many Lines of Goods

By Arthur Sinsheimer

## Newest of Fashions for Spring and Easter

Versions of new Spring and Easter styles—the most correct and fashionable—are depicted in the planned displays throughout the store. The Easter bride's costume, too—new notes in embroideries and trimmings—the new width of skirts—the length of waists, etc.—are most interesting and of timely importance to maids and matrons.

## Women's Suits in Norfolk Effect

New arrivals. And you'll have to hurry if you want one of these suits. Our first allotment of these suits, more than 100, was sold out in two days' time at our previous sale. So shop quickly, as we have only a limited lot in this offering at this special price.

## New Spring Silks Arrive

Ever of keen interest at this season of the year when so many are planning Spring and Summer wardrobes—particularly where vacations or other Winter-end journeys are to be made—are the new silks designed for Spring. The earliest comers in authentic styles have arrived.

## Charming New Spring Dresses

An extensive showing now—and every day we add new arrivals to our choice selection of prettiest Spring styles we have seen for many a season. Really, the models are particularly attractive this year and women who have seen our first showing have been very enthusiastic. It is almost impossible to describe all the clever effects. Come See Them for Yourself.

## Newest Hats for Milady

Tomorrow—an important presentation and selling of smart modes for early Spring and Easter, prepared especially for this store and portraying in fashion the new styles, materials and colors for the approaching season.

## Silk Underwear at Lowest Prices

A complete assortment of dainty things for warmer weather, featuring the new styles in dainty bloomers, envelope chemises, night gowns, step-ins, underskirts, and vests. In fact, this is as complete a display of the new styles in silk underthings as you have seen for some time. And look at the little prices.

## Looking Toward Springtime

New footwear. And Springtime footwear is going to be as lovely as Springtime itself. Many of the newer styles are already here and more are on their way. Most every variety of leather is represented in our new display of Footwear for Men, Women and Children.

## Some Descriptive Items

that can be used in your regular advertisements with possibly a slight change here and there as to colors and the insertion of your own pricings so as to keep them according to regular form:

**BUNGALOW APRONS** at 59¢: striped percales trimmed with chambray and pearl buttons—belted back—very special at this price.

**SATEEN PETTICOATS** at \$1: in black and colors—pleated flounces—newest styles to underdress Spring and Easter garments—all lengths.

**GIRLS' GINGHAM DRESSES** at 75¢: new models in 6 to 14 years—large and small plaids—with contrasting trimmings.

**WOMEN'S VESTS** at 35¢; regular 60¢ quality—Swiss ribbed lisle in extra sizes—low neck and sleeveless.

**BOY'S BLOUSES** at 50¢: newest colors in fancy striped percales—light and medium patterns—with attached collars—8 to 15 years.

**WASHABLE PONGEES** at 75¢ a yard: good assortments with varied colored satin stripes in many widths—splendid for blouses, skirts and sport clothes.

**WOMEN'S COATS** at \$8.50: newest materials including good serges and homespuns—belted effects—some with detachable collars—advance models—regularly \$10.50.

**PLAIN SCRIMS** at 10¢ a yard—fancy drawnwork effect borders—white, cream and Arabian—a very extraordinary offering—very desirable for making those new Spring draperies and curtains.

**TRIMMED HATS** at \$3: fancy straws in large, medium and small models—newest styles and colors—ribbed and flower trimmed.

**MEN'S LISLE SOCKS** at 40¢: seamless with reinforced heels and toes—in black, tan, grey, blue and cordovan.

**GEORGETTE CREPE BLOUSES** at \$5: embroidered in two-tone effect—overlay on collar and circular cuff—a new and very smart model.

**MISSES' SERGE DRESSES** at \$8.50: box pleated models with girldes—in navy, green, brown, burgundy, canary and periwinkle—white collar and cuffs—14 to 18 years.

**MISSES' REP DRESSES** at \$1.50: dainty new styles in white, pink, blue and tan—full skirted skirts, trimmed in white—sizes 6 to 14 years.

## Infants' Wear That Mothers Will Appreciate

A display so varied that you cannot help but make the right choice for baby. These baby wearables are noted for the fineness of the stitching and the soft fluffiness of the fabric, and the prices you will find are within the reach of all mothers, whether with much or little to spend for baby's outfit.

## Laces and Embroideries Will Be Extensively Used

This week these trimmings for under and outer garments are featured nationally, and, cooperating with this event, we present for Monday, prices on the finest of laces and embroideries that have not been quoted in a good many years. Your choice is almost unlimited.

## Here's an Editorial for Eastertime

With very little revising, this could also be rewritten into a very good form letter which you could use on your regular mailing list.

### A Few Weeks and Then

### EASTER

With Easter coming on apace, the need grows urgent to greet and meet it as befits the age-old custom, namely, with new clothes appropriate for the occasion.

Easter Dress is featured here this year as it has seldom been featured before. From the smart costume itself, right down to the smallest detail dear to every woman's heart, nothing is lacking to make your Easter shopping both interesting and informative.

Distinction distinguishes everything in our Spring and Easter displays—this is our best Exhibit and Sale in years—"best" because splendidly complete with most moderate pricings.

This Easter Store is ready to render a highly efficient service in apparel needs for women, misses and children—You Are All Cordially Invited to Visit Our Latest Style Exhibit Which Opens Tomorrow.

## Dressing the Children in Springtime Apparel

In this very complete line of children's dresses, coats, underthings, shoes, etc., can be found just what you are looking for, whether it is for play, school, or party wear. And best of all, everything will be in the very latest style at popular prices. Mothers! Your attention, please.

## Leather Goods and Novelties

Distinctive traveling luggage, fitted suit cases and bags and a wide variety of smart and clever novelties including a full line of useful, well made and fascinating articles such as hand bags, umbrellas, perfumes, sport coats, sweaters and scarfs. Everything for the traveler.

## Suits for the Men

Spring suits of sturdy materials, in worsteds, serges and chevots, made in up-to-the-minute models with the new lines which master tailors have adopted for men and young men's Spring and warm weather wear.

## Books from Everywhere

We are determined to give this city a book store that shall be not only a useful institution but a source of civic pride and an added ornament to the retail shopping center or our town as well. Books from everywhere, on everything, for everybody—fiction, history, novel, drama, science, religion, finance and business.

## Lighter Coats, Fresh from the Sources of Fashion

A new shipment of coats that is especially inviting as the days grow longer and warmer. Some of them are made from sport tweeds and homespuns; some are of the fashionable new cloths that have been developed for this season. All are smart. And moderately priced.

## Wicker Furniture and Cretonnes

They add a light, gay note to any room. They fairly seem to add a touch of Spring and Summer to Sun Parlor and Living Room. These are very special offerings in willow and fibre furniture—of exceptional merit and durability—substantially constructed and offered at tempting price reductions.

## Boys' Suits with Extra Knickers

In a variety of exclusive models, each showing some clever little style wrinkle that will appeal to youth. Wide range of cloths to select from, of all wool and in varied colorings. Sizes 6 to 16 years.

## Newer Ideas in Silk Negligees

All silk, daintily trimmed with lace and delicate shade ribbons. They are in lovely pastel tints such as pink, light blue, periwinkle, honeydew, canary and turquoise. The most lovely we have seen in a long while. And moderate in price, too.

## Springtime Sweaters Are All the Go

One cannot have too many sweaters in one's wardrobe this Spring, and certainly these are as pretty as anyone could wish. Those of worsted are in Tuxedo coat model with brushed wool collar and cuffs—those of novelty stitch—those of mohair are in slip-on style, with V shaped neck. In all the desirable Spring shades. Just see them.

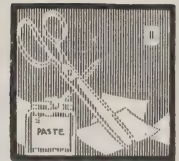






# Advertising Ideas

AND SALES PLANS FOR MAY



## Ideas Like These Have Interested Other Peoples' Customers—Similar Ones Ought to Interest Yours

### On the Sale of Cameras

Not a strictly new idea but a real sales stunt for cameras that ought to be given more attention than is usually given to it. If, as is pretty generally conceded, it helps to sell dress goods to talk to a prospective customer in terms of dress rather than mere yards of cloth, why isn't it better to show camera prospects the results of cameras and the supplies necessary to obtain the results? In other words, show the camera and group around it a few pictures that were taken by the camera and also the film, developing trays, tubes of developer, hypo, drying clips, printing frame and papers that were needed to get the finished pictures as shown. It will make an interesting display and one that will sell more cameras to the novice and amateur than all the effort the ordinary sales person could possibly exert. Display and advertising men—attention to this one!

\* \* \* \* \*

### "Don't Do's"

Harris-Emery's of Des Moines, Iowa, again puts over a new one by changing from the usual preachment of what the store "does" to the unusual dialogue of what they "don't do" in order to make sales. And they have attracted more than passing attention to their advertising by stressing very prominently a list of "don't do's," a few of which are here quoted. They *do not* allow price alone to influence their buying of merchandise. They *do not* use valuations of a year or two ago in marking merchandise. They *do not* use comparative prices. And "finally but most important," the store concludes, "we *do not* consider any transaction complete until the customer is entirely pleased." Advertisers! Take notice of this clever negative advertising twist!

\* \* \* \* \*

### Five Minutes a Sale

An idea new to New Orleans was sprung when the Gus Mayer Company announced their plan of devoting only five minutes to each shoe sale. Their scheme is to allow just five minutes as the length of time for fitting each pair of shoes sold, the customer being supposed to make room for another at

the end of that period. They say the principal value of the plan is the psychological effect of the announcement. In the first place, the mere announcement of the time limitation conveys to the reader a subconscious idea that there isn't the slightest doubt that the shoes will be in great demand, and secondly that the sale has been so systematized that there will be little waiting. How the plan is working out we haven't heard as yet—but it doesn't sound so bad on paper—does it?

\* \* \* \* \*

### Public Wrapping Counters

How many times have real, "dyed-in-the-wool" shoppers tagged around all morning picking up bargains here and bargains there and by noontime found themselves so laden down with small bundles that they couldn't get enough room in the store cafeteria to lay their packages down so that they could eat in peace and comfort? The Holtz Dry Goods Company of Ladysmith, Wis., have been studying this phase of a "shopper's life," and now solve the problem by installing a central wrapping counter where all parcels, regardless of where the purchases were made, will be wrapped together free of charge. And a more popular service has not been rendered to weary bargain hunters for some time—ask the Holtz Company—they know.

\* \* \* \* \*

### Let's Get Married

Here is a new way to get engaged couples interested in your store, and the president of W. C. Munn Co., Houston, Tex., says it's a great success. Having been appointed a deputy county clerk of Harris County and authorized to issue marriage licenses, he has established a Marriage License Bureau on the fifth floor of the Munn store and has announced that "all couples wishing marriage licenses can get them here." The bureau is located in a modern five-room bungalow which was fitted out primarily as a display for the furniture and drapery departments, and it is further announced that all couples who are willing to be married in this bungalow can get their license free and have the marriage ceremony performed without cost. The store is getting a heap of publicity out of the Marriage License Bureau—besides

quite a few complete housefurnishings orders.

\* \* \* \* \*

### Radio Interest

Probably no department in the store today can develop more interest in its merchandise than the radio department, for the possibilities of attracting and holding the attention of prospective customers are almost unlimited. Some stores simply rig up a good receiving set and draw attention to the radio section through the music and vocal selections which come through some one of the broadcasting stations. Other stores hold contests of various kinds in order to interest the school boys who delight in building their own sets. Here's an idea for you—announce a contest open to boys between the ages of ten and sixteen years and give prizes for the best home-made set, the simplest set and the most efficient set. Entries to be displayed in your radio department during the contest. Just imagine the sale of parts and accessories this will create for you if you handle it properly.

\* \* \* \* \*

### Important Customers

When Marshall Field & Co. issue a special book of forty-two pages in order to emphasize the importance of infant customers, you can hardly blame us for so often stressing "baby" ideas to create increased business. Research points out that of every 1,000 customers, 24 per cent are under ten years of age and are potential customers for infants' and children's wear. Marshall Field & Co. go on to say that good-will is partly due to reason, but it is also largely based on sentiment—"and what better opportunity to use sentiment to gain and hold customers than to entrench your store in a mother's favor through catering satisfactorily to her baby?" Let's all give this a heap of study.

\* \* \* \* \*

### Live Sellers

Five live gray foxes in a window trimmed to represent a forest scene, was the unusual window attraction used by the People's Store, Charleston, W. Va., in connection with an August sale of fox furs. Making live ones sell the dead ones, we call it.



## Salespeople Can Profitably Study the Three Advertisements Reproduced and Analyzed Here



At One Time or Another Every Store Publishes Similar Advertisements and for Purposes Identical in the Store Selling Program

**The Greatest Dress Sale ever held in Seattle**

April 15th at 9:00 A. M.

**39**

**1,000 SILK and CLOTH DRESSES**

Purchased through MACDOUGALL-SOUTHWICK's great New York buying organs to-be the largest purchasing power of any retail store on the Pacific Coast—we are able, at the very height of the season, to offer these phenomenal values in BETTER dresses

**\$39 A Comprehensive Variety of Latest Styles \$39**

Specialty Fabrics! Typical MacDougall-Southwick Quality! Exact Workmanship!

Dresses for the Street, Afternoon, Evening, Business, Travel and Sports Wear

Cloths Silks Colors

SLICE 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44

MacDougall-Southwick Second Avenue at Pike

Store Hours 9:00 A. M. to 5:30 P. M.

Many stores require their salespeople to read each day's advertisement to familiarize themselves with its contents. Some stores even require all department managers and salespeople to read and sign, proving the fact, each advertisement published.

This, of course, is a splendid practice inasmuch as it develops the inter-store ad-reading habit. But reading and proving the act by signature is hardly enough. All advertisements are not alike, the events or occasions featured are of varying importance.

Salespeople need to know why an advertisement is written the way it is written. As an example, the three ads reproduced here are alike only one way: they are store advertisements. That is the only similarity, yet a single store could and often does run an ad similar to each of the kinds you see here in one week. One features one line of goods at a specialized price—\$39.00 silk dresses; one is a seasonal announcement featuring new outer apparel for women; the other is a cut-price sale of fine millinery.

Even in the same store the public,

especially women, would not respond identically to these three ads, and due to this fact salespeople need to know what kind of response each ad will bring. Good selling depends on such knowledge. Study the ads and the brief descriptions of each. Then study the same kinds as they appear in your own store.

Keep in mind of course that any kind of an advertisement, these three included, will bring people into the store. But each of these has a special appeal aside from the fact that they tell about merchandise. Also remember that anyone of them would do practically the same thing for any store publishing them provided the department or line featured was the same. Women do the same thing with hats, for example, no matter what store they buy the hats from.

The important point to get from the study of these three ads is not their general value as ads but their specialized value. In a sense, these ads are just as important to you as salespeople, as they are to customers as purchasers because they—the ads—are a point of contact between you and your customers.

MACDOUGALL-SOUTHWICK, Seattle, Wash.—How should a store's sales-force respond to an advertisement of this type? This is a question which naturally comes to the mind of ambitious and loyal salespeople as well as to the manager of the department represented. Those who are unthinking might say, "Why, sell all the goods you can, of course." That would be half the answer provided the other half was in the salesperson's mind, this: Since readers of our advertisement have been told that this dress sale is based on a specialized price of \$39.00 we must be able to show intelligently that the stock described conforms with the value represented by \$39.00. Every dress is advertised as a special value. Women will expect each dress to be a special value. This is the other half of the selling thought. Such a sale will be a success if all the salespeople have this thought. The value is specific.

**COTRELL-LEONARD**  
an Albany ALBANY O. S. Dress Store

**New Prices on Spring Coats and Wraps, Dolmans and Capes**

29" 50" 30" 60" 40" 70"

From "Peggy's Note Book"

Send Your Furs to Us for Storage

Please Mark 2538 on card by express, charges collect

**COTRELL AND LEONARD, Albany, N. Y.**—What is the selling value of this kind of an advertisement? Is it a direct, specific appeal or will it have only a stimulative effect on customers? Salespeople meet all customers. Because of this they ought to ask themselves questions like the above. This, because in the actual selling of goods they must answer the questions by action if not in words.

An announcement such as this always brings many customers into the store with definite needs in mind, women who really are ready to buy something whether or not it is something definitely priced and described in the advertisement. If salespeople wrote the ad, what they thought when writing it would be a good line of thought to use in serving the customers. This kind of an ad draws for many days after its appearance. Keep this always in mind.

Starting Tomorrow Morning at 9 O'clock Sharp... The Greatest Sale of All... Your Sale...

**EVERYWOMAN'S SALE**  
of New and Fashionable Spring and Summer MILLINERY  
at Next-to-Nothing Prices!

Original Model Hats \$25.00 to \$50.00 **\$14.85**

5th Avenue Model Hats \$15.00 to \$25.00 **\$10.85**

Lovely Dress Hats \$10.00 to \$15.00 **\$4.85**

Smart Sport Hats \$10.00 to \$15.00 **\$6.85**

Clear Ready-to-Wear Bonneted Sport Hats \$7.50 to \$10.00 **\$3.85 AND \$2.85**

Extra Special! \$1.00

**The Gus Blass Co.**  
Millinery Department  
Special Floor

**THE GUS BLASS CO., Little Rock, Ark.**—This is a big ad to devote to one line of goods such as millinery. Such an announcement—containing as it does pronounced reductions on seasonable and desirable hats for women—is sure to get quick and earnest action from customers. Women will come in with the expectation of getting unusual value for the money. Nothing but skillful selling can live up to the values quoted in this ad, such as \$50.00 hats at \$14.82," "\$15.00 hats at \$6.85." Knowledge of every selling point of each value should be in the salesperson's mind. Otherwise much time and many sales will be lost. Customers want values when they read an ad written in the vein of this one.





# Making the Advertisement Suggest the Quality of the Goods Is a Gift



Customers, Women in Particular, Respond Readily and Surely to Skillfully Presented Viewpoint Regarding Style and Fashion Merchandise

By Guy Hubbard

Progressive admen constantly strive to give advertising an extra power, a forcefulness in addition to its natural persuasive and informative character. Almost any well written retail advertisement has stimulative

and selling power. But some, a rapidly increasing number, have a creative element which multiplies their value to store and customer something like a hundred fold. Both the advertisements reproduced here are good examples of this extra force. The one exploited silks is an unusually splendid example and the other a close second. They were published by the O. T. Johnson Co., Galesburg, Ill., Tuesday and Wednesday, March 21 and 22 respectively. They are two of a set of three out of the store's spring opening campaign and ought to be useful as examples for the present and later on in the season. The advertising manager is Mr. D. E. Blick.

Characteristic Points of Merit

In any retail advertisement worthy the name, the good points are clearness of presentation, tasteful and appropriate illustrations, logical selection of items to feature and a reasonable appeal. There are a good many such advertisements but none too many, considering the number of ads appearing daily over the country and the standing of the stores who publish them. If in addition to the points enumerated an ad has an individual touch—the result of discrimination on the part of the adman or woman—it is a plus advertisement. It advertises and besides doing that, does the thing a well written story does or a finely staged play—gives the reader something besides facts. In other words, it gives her viewpoint, something more convincing than all the detached facts in the world.

### Illustration Centers Interest

Women in the spring are naturally interested in silks, the traditional fabric of lovely gowns, charming wraps and individual dresses and suits as well as accessories. The picture in the silk ad is worth a thousand words of description, saying that many in fact because it tells a big story itself.

The adman has skillfully utilized this interest-creating and attention-holding power to emphasize what he has put in words.

### A Sensible Introductory

Read the introductory. Two short paragraphs but perfectly tuned to the theme of the advertisement.

"There is no more fascinating spot in the entire Store at present than the Silk Sections with their alluring fabrics and wonderful values. Besides the heavier silks, this collection features numberless exquisite weaves suited for Spring and Summer use.

"Our Spring showing is one of the largest and most complete we have ever made, embracing a great variety of different weaves which we especially invite you to see."

Notice how the silk department is referred to as "There is no more fascinating spot in the entire store at present. . . ." This is a fine touch because it gives the silk sections an identity aside from so many feet of floor space.

Why is it that many admen and women, otherwise masters of copy and appeal, lack the ability (or is it lack of in-

clination?) to link their copy with the physical importance of the store and merchandise? Forty advertisements a week, on an average, go through this department during the Spring season but less than a half of one per cent are closely linked in theme and appeal with the departments they feature. This is a weakness costly in space and in reading value. The O. T. Johnson Company silk ad is a refreshing example of the absence of such weakness. It actually reflects the silk location and what it means to women.

Item descriptions are brief, well worded and full of just enough information to allow the reader to use her own judgment in placing value on them.

### Opening Announcement

The other ad, a formal announcement of Spring Opening, is well managed and serves its purpose perfectly. It has not the reading-value of the silk ad simply because it describes no specific items. It is good because there is an absence of big, colorful, flowery words and phrases so often found in Spring announcements. It is sane, sensible, believable and dignified. It tenders an invitation and stops at that.

### The Quality Appeal

Every store likes to convey the impression that it carries not only fresh, new, well selected merchandise but quality merchandise. Some stores try to describe quality in material images. This cannot be done but quality can be implied in a sincere and convincing manner. The O. T. Johnson Co. silk ad is a splendid example of this. That is why it is reproduced here and described in detail. Many admen in bigger cities than Galesburg could well profit by a study of this type of advertising.

**Spring Opening, Thursday, Friday and Saturday**

**THE O.T. JOHNSON COMPANY**

## Silks

**A Glorious Spring Opening Display**

There is no more fascinating spot in the entire Store at present than the Silk Sections with their alluring fabrics and wonderful values. Besides the heavier silks, this collection features numberless exquisite weaves suited for Spring and Summer use.

Our Spring showing is one of the largest and most complete we have ever made, embracing a great variety of different weaves which we especially invite you to see.

<p><b>Best Quality Canton Crepe</b> All silk best quality in the present Spring, shades such as—Periwinkle, China, Light Blue, Purple Orange, White and Black. 48 inch wide. 2 yds. 19.75</p> <p><b>Spiral Spun Crepe</b> A new constructed Crepe of heavy weaves on dark and light shades. 48 inch wide. 2 yds. 19.95</p> <p><b>All Silk Crepe de Chine</b> High grade, good quality all silk Crepe de Chine in all the new shades such as—Fuchsia, Carmine, Mahogany, Red, Blouse, Cassel, Zinc, Oxblood and Maple shades. 48 inch wide. 2 yds. 19.95</p> <p><b>Paisley Satins</b> Charming color combinations soft and crinklable suitable for Kimonos and Trimmings. 48 inch wide. 2 yds. 19.75</p> <p><b>Figured Foulard Silk</b> Large collection of 7 1/2 yds. 48 inch wide. 2 yds. 19.75</p> <p><b>Georgette in Plain Colors</b> Best quality all shades including the new sport shades. 48 inch wide. 2 yds. 12.00</p>	<p><b>New Plaid Mongolo Crepe</b> A soft, smart, heavy crepe of the new weaves with 48 inch wide. 2 yds. 5.00</p> <p><b>Mongolo Crepe Meteor</b> Soft, clean, high finished all silk Crepe in shades of—White, White, Brown and Black. 48 inch wide. 2 yds. 12.50</p> <p><b>Fancy Crepe de Chine</b> Another new look in printed Crepe de Chine. An unusual and smart pattern. 48 inch wide. 2 yds. 12.95</p> <p><b>Pure Fibré Tricotette</b> Pure Abbe tricotette in Black, Navy, Sand, Tan, French Blue, Grey and White. 48 inch wide. 2 yds. 11.79</p> <p><b>Fancy Printed Georgette</b> We have an extensive collection of printed all silk Georgette in smart color combinations. 48 inch wide. 2 yds. 11.75</p> <p><b>New Paisley Crepe de Chine</b> An extensive variety of great color combinations. 48 inch wide. 2 yds. 12.00</p>
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See Our Window Display

**THE O.T. JOHNSON CO.**

## SPRING OPENING

Thursday, Friday and Saturday  
March 23<sup>rd</sup>, 24<sup>th</sup> and 25<sup>th</sup>  
During the Regular Store Business Hours

THE hearty approval of our last Autumn Opening, the unlimited comments from our city and out-of-town friends, who season in and season out depend on this store for the correct new styles, and for more time to view them, prompts us to again abide by the suggestion of holding our Annual Spring Opening during the regular store business hours.

You Are Cordially Invited to Attend  
and inspect our complete presentation of the Authentic Spring Styles in every section of the store.

Music Every Afternoon From 2 to 5 O'clock  
Every Section of the Store Participates

**In Our Ready-to-Wear Section**

WE HAVE arranged to show on LIVING MODELS your own selection of Gowns, Suits, Coats and Dresses, affording unlimited time for deliberation and selection. Four experienced models will be here daily to model garments of your own personal choice and we urge our friends to come and avail themselves of this helpful service.

**THE O.T. JOHNSON CO.**  
Galesburg's Biggest, Best and Bestest Store

# Well-Written Descriptive Items Attract Attention and Stir Up Interest—Here Are Some Good Ones



By Arthur Sinsheimer

## Pretty Sweater Coats in Lighter Summer Weaves

Now is the time to choose them for the outdoor days to come. And here are styles so varied that choosing is simply a matter of deciding which is most becoming, according to your personal likes.



## Beautiful New Blouses in Distinctive Models

A display of intensely interesting blouses—smart, practical and new styles which you will proclaim "Exquisite" when you see them. Models include lace trimmed blouses, frilly blouses and tailored blouses—some embroidered, fine tucked and edged—and at these prices.



## Smartest of Styles in Summer Coats and Capes

These are probably no less attractive than the lovely frocks they will cover on cool days and nights to come. Each model reflects the newest ideas that Paris and American designers have created. The fine fabrics of which they are tailored lend their beauty to achieve attractive effects.



## A First Presentation of Summer Undermuslins

A profusion of individual designs are introduced for the spring and summer season—and right now is your best opportunity to secure a season's supply at these wonderfully attractive prices.



## Our Friday Bargains Create an Economy Habit

Friday Bargain Day is fast becoming a habit with us and if you will accept our weekly announcements of the low priced specials which we offer during these sales, you will at once see the advantage of practicing the Economy Habit on these Bargain Fridays. Here are tomorrow's offerings.



## Some Newer Ways in Women's Fashions

These are the newcomers in suits and frocks whose mode message wins instant interest. In these suits and frocks is interpretation of the most important features of summer fashion in ways that are uncommon and distinctive. We invite you to see this new apparel.



## There Are Many Uses for These Cretonnes

Here are some of the most wonderful cretonnes that have been designed for the summer season and we certainly would like you to see them. The selection is more varied and the designs and colorings more delightful than we have ever seen before and although we have a large quantity of each pattern, we urge early shopping to avoid disappointment should you need cretonnes at these moderate costs per yard.

## Show Card Wordings

Just short little selling phrases with a timely ring to them that might appeal to your shoppers when set forth in attractive show cards around the store:

Variety Is the Spice of Summer Dress Modes.  
 Graduation Frocks to Delight Miss 1922.  
 Summery Apparel for Decoration Day.  
 Cool Looking Suits with a Summery Smartness.  
 Furs That Are Class for This Season.  
 Men's OxforDs for the Approaching "Switch Days."  
 Top Coats With That Jaunty Swing.  
 Those Comfortable Soft Collars for Warm Weather Wear.  
 Silk Hose Reinforced Where the Wear Comes.  
 Boys' Suits Built for Style and Comfort.  
 A Good Golf Sweater for Utility and Style.  
 Here's a Host of Women's Summery Neckwear.  
 Luggage That Will Stand the Bangs of Travel.  
 Children's Dresses for That May Day Party.  
 Rubbers Spell "Safety First" on Wet Days.  
 Yes—These Are New Ideas in Belts.  
 "Hurt" Is Eliminated in These New OxforDs.  
 Knitted Wear Is Popular in Women's Attire.  
 Dresses for "Morning, Noon and Night" Wear.  
 Harness the Air With These Radio Sets.  
 Men's Neckwear in Highly Seasoned Colors.

## A Timely Offering of Real Grass Rugs

Right in time to help transform your porch into a veritable summer resort—comes this big sale of imported Japanese grass rugs—in various sizes, green and brown with plain band or Grecian Key border. Especially neat, economical and sanitary for bedrooms, dens and summer cottages.

## These Are the New Dainty Summer Frocks

Such a collection of frocks as this is bound to evoke the enthusiasm of women and misses for such exquisite creations which typify the unmatched handiwork and artistic originality of the old and new world fashion creators. And the prices you will find most reasonable.

## Here's Another One of Those Letters

Read it carefully and then revise it just enough to make it adaptable to your own mailing list. It's short to the point, and tells its own story of how you are ready to serve your customers' needs.

Dear Madam:

Summer is coming—soon. Every passing hour brings closer the long, bright days of sunshine and flowers.

And every day brings nearer the need of cool, airy apparel that makes for comfort and a pleasing appearance on every summer occasion.

The beautiful early arrivals in our store show, in both styles and fabrics, the favored fashions of the coming season.

We are certain you'll welcome this invitation to view these complete, early, summer displays, because of the style suggestions and worth-while economies which they reveal.

We will expect you soon—come view these fashions as our guest.

Yours very truly,  
 (Store name here.)

## Decoration Day Calls for White Footwear

In fact, she must have it—once cannot go on a summer holiday without summer clothes—and shoes are part of the picture. Women and misses can be quickly and comfortably fitted with white shoes at this store—and you will find the prices very reasonable, too.

## A Special Display of Babies' Coats

Wise mothers know it is prudent to provide baby's new wardrobe when every need can be met with such genuine economy. Just the smartest sort of baby coat styles, doubly emphasized by charming materials and careful workmanship.

## The Deadline in Men's Wearables

Decoration Day is the deadline which men's winter clothes cannot pass. Some men are still wearing theirs—but they cannot wear them on Decoration Day and feel right in the holiday crowd. Here's your opportunity to come out in cool clothes at very small cost.

## These Are the New Knitted Silk Petticoats

Fashioned to conform to the new modes in outer apparel, these new knitted petticoats aid greatly in attaining the correct silhouette. Plain shades and heather mixtures are predominant in this premier offering.

## A Special May Sale of Dressmakers' Supplies

Our regular prices have been readjusted to conform with the lowest current levels, and for this sale we have made additional reductions. Besides the items quoted below, there are dozens of others too numerous to mention—of equally low price. Take advantage of this sale while your summer dressmaking is uppermost in your mind.



## Now Is the Right Time to Think of Fur Storage

The splendid facilities of our fur storage department are at your disposal and we would suggest that you consult us before the rush sets in. Furs are too valuable these days to run the risk of deterioration. When stored by us they are assured of correct treatment at the hands of experts—and the charges are really very moderate.



## Bargains Tonight in the After Supper Sale

It will pay you to have supper a bit earlier than usual tonight in order to get first choice of these splendid values. The offerings are of needfuls—just the things you would have to buy anyway and here they are at sale prices that give you an opportunity to save.



## Lovely Silk Hosiery to Match Your Costumes

Not alone in coloring and design but in the actual weave is the new hosiery different. Here you will find a showing in which quality and style are equally considered. It comprises the latest novelty effects as well as the staple blacks and whites in all sizes at unusually attractive prices.



## Some Charming New Neckwear Conceptions

A bit of white—not always all white, however—for sports styles in a "riot" of colors are favored too this spring and summer—greatly accentuates the charm of a tailored suit or frock. And here are all the popular styles in a most interesting display.



## Milady's Tailored Hats Direct from England

These have just arrived and are instantly appealing. They have the easy nonchalant lines and distinctive smartness always to be found in English hats of this type. They are here in exquisite tones of soft colors and charmingly ribbon trimmed models.



## These Are the New Gloves for Summer

The final touch of refined elegance to a smart costume is probably your gloves. Many a season has come and gone since we have seen glove styles so charming. The variety is so great that we must invite you to inspect them instead of trying to describe them here.







# Advertising Ideas

AND SALES PLANS FOR JUNE



## These Suggestions Will Give Your Head Engine a Start When It's About to Stall

### Tabbed and Scrubbed

V. J. Obenauer, advertising manager for the Denecke Company of Cedar Rapids, Iowa, put new life into the annual Wash Dress Week by engaging two young society women in town to actually tub, scrub and iron wash-dresses in the window where an entire laundry had been installed—complete from a demonstration type glass-front electric washer to new style electric irons. While the washer did its job, the black dominoed young ladies rinsed the dresses, hung them up to dry and then ironed them. Of course, proper advertising announced the hours of demonstration and teaser ads made the public curious to find out the identity of the masked women. Street crowds and store sales—well, Mr. Obenauer can tell you about some new arithmetic he's learned.

\* \* \* \*

### Starting at Birth

One of the most attractive, progressive and probably profitable Infants' Departments is that of the Joseph Horne Co. in Pittsburgh, Pa., which is presided over by Miss Ann McCormick, who has some ideas of her own on the subject of running an infants' shop—here's one of the things she does which proves that she "knows how." She keeps a close contact with the various maternity hospitals and maternity wards of general hospitals, besides cultivating an acquaintance with the city's physicians who specialize in obstetrical cases. When a prospective mother comes into the department, unless she brings her list of things needed with her, the salesperson is carefully trained to ask what doctor has the case and immediately is able to recommend the special types of baby garments which she knows this doctor prefers. From then on, don't you see how the idea works out—Mother is a booster for that kind of service ever afterward.

\* \* \* \*

### Some Boat Ride

Out in Quincy, Ill., one of the larger stores certainly advertised a sale on a big, novel scale that will long be remembered because of the "joy ride" they gave to each customer—a "sail" to the "sale." They chartered



a large steamer and set sail on a personally conducted "shopping excursion." Something over 2,000 people got aboard the steamer at the various towns along the route and were not only landed safely but were deported to their homes after they made their purchases in the store. The excursion, as well as the sale, was pronounced a great success by all.

\* \* \* \*

### A May Day Party

The Duffy-Powers Co., Rochester, N. Y., worked up a real May Day Party for mothers and children by sending out a neatly printed invitation addressed to both parent and child which had an air of exclusiveness, yet really invited everyone who heard of it. The party was held on the floor which is devoted to the interests of children's merchandise. Story telling, dancing, games and souvenirs made the affair a great success—and although all the children's departments were doing well before the party was held, you ought to hear the total figures now.

\* \* \* \*

### "Circulating" Clerks

Here's an idea where the first salesperson approached accompanies the customer through the store on a shopping tour and the Swan Department Store of Elgin, Ill., finds it so profitable that they make a special effort to employ what they term "circulating clerks." The plan is to permit the clerk who first waits on a customer to accompany that customer into other departments and return to her own counter only when the customer has completed her rounds and purchases. While "circulating" outside her own department, the clerk does not actually wait on the customer, but introduces her to one of the clerks in the visited department, seeing that her wants are properly filled, making tactful suggestions and acting in general as an assistant or consultant to the customer rather than as a seller. And we understand that the patrons of the Swan store rather enjoy and appreciate this unique service, which they find of real helpfulness.

\* \* \* \*

### A Letter Contest

Another one of those old ideas that works, especially when it is properly han-

dled and not used too often. The New York Store of Los Angeles, Cal., launched their letter writing contest and gave it a real merchandising twist by inviting those who intended to enter the contest to pay the store a visit so as to get the proper viewpoint before writing their letters on the subject of "Why I believe my money goes farther at the New York Store." The contest lasted for two weeks and a committee composed of the advertising managers of the Los Angeles newspapers selected the winners. After the prizes were distributed, the letters were used to excellent advantage in newspaper ads, as package stuffers, envelope inserts and store editorials painted on window display cards. Try one and let the school children compete, too.

\* \* \* \*

### Right in the Swim

The Goodman, Goldbaum & Getz Department Store of Benton Harbor, Mich., sure did start something when they went to work on their Bathing Club plan to stimulate the sale of bathing suits in their famed summer resort town. They started the Bathing Club under the auspices of a young woman who was a noted swimmer of local prominence. Enrollment of members began immediately under the guidance of this leader and by early summer over one hundred members had joined and were being instructed in swimming, diving and "stunt" work under the supervision of the charming young instructor—men, take notice. The only stipulation was that each member had to purchase their bathing suit from the firm.

\* \* \* \*

### Demonstrating Veils

Livingston Brothers Store, San Francisco, stimulated great interest in its veiling department by having girls behind the counter wear trim black hats draped with narrow chantilly lace veils. This "stunt" was inaugurated on the Saturday before Easter, with the result that the total sales for that important day were greatly augmented.

Not only the black lace veiling novelties were eagerly taken, but interest in various types of draped veils and veilings by the yard soared to new heights.

# When You Serve the Customer Who Has Read Your Store's Advertisement What Do You Really Do?



These Three Store Pages Interest People in Three Special Ways Just as They Would if Your Store Had Published Them

Every salesperson in a store that advertises is a part of every ad the store publishes. Think this over before you say it does not apply to you. Study these three interesting ads and ask yourself where they leave off and you begin if a customer says, "Show me some of the hats you advertised in last night's paper." It may be hats, charming frocks, automobile veils, a wedding gown, or anything in any of these ads.

But suppose it was a five dollar hat. There is one described in one of these ads. You would just show her the hats, of course. But she might have asked you to if they had not appeared in the ad. How would you show her the one that was advertised? Could you pick up where the printed salesperson left off and the flesh-and-blood one begins?

Yes, if you really know what the ad said about the hat. No, if you do not know. Your store advertising man really opens your sales for you. He tells a hundred women in town what you will offer to sell them when they enter the store. The women read the ad, come to the department and tell you what they want to see. It is at this point that you back up the store ad or act as though none had been published.

Which do you do? And if you back up the ad do you do it the way the adman backed up the goods? This is a simple question but a rather serious one for your department.

*The H. P. Wasson & Co., Indianapolis, Ind.*

—Here is the kind of advertisement which brings people into several departments of the store. Your store has this kind of ads almost every day. You can help increase the pulling power of this kind of advertising by constantly reading your store's ads and trying to think up ways to meet the customer on her own ground. She got her ideas from the ad. Why not get yours from it? It was written to link you and your department with customers who need and want the things you sell.

This is a seasonal ad. Everything in it fits a special need of hundreds of people, women mostly. It is a fine sensible invitation to people to come in and be served in a cheerful, intelligent way. The ad cannot sell goods but you can. You can do it well if you try to get into your mind why the adman wrote what he did about the goods in your department. When you read an ad like this do not think of the adman as having written it. Think of your customers as having read it. They do read ads and remember what they read.

You are a part of this ad—one like it which your own store published only a few days ago—and your customers think you read it. Did you? Do you always? You will sell more goods if you do read what your adman writes.

## LANSBURGH & BROTHER

### The Great Outdoors is Calling

#### Hats

...the most popular and stylish hats for the season...

#### Jackets

...the latest styles in jackets for the season...

#### Frocks

...the most charming frocks for the season...

#### Blouses

...the most stylish blouses for the season...

#### Coats

...the most fashionable coats for the season...

#### Skirts

...the most popular skirts for the season...

#### Accessories

...the most stylish accessories for the season...

#### Shoes

...the most fashionable shoes for the season...

#### Clapes

...the most stylish clapes for the season...

Lansburgh & Brother, Washington, D. C.—This ad interests women in out-of-doors outer apparel. It tells them things they already know and gives them new ideas about sports wear. If your store published it Wednesday evening you would meet women the next morning who had decided to want some of the items described. If you try you can, as saleswomen, actually reflect what the ad looked like to the readers the evening before. All you need to do is read the ad, study the descriptions, especially those of goods in your section or department, and then try to think of the items as things women are going to want. Every store runs ads like this one—yours does. Watch and you'll see.

## Alice Adventures to Be a June Bride

#### Loading Underneath We Find—

...the most popular and stylish hats for the season...

#### In Gown of White She Pledges Her Troth

...the most charming frocks for the season...

#### Something Must Be Afloat!

...the most stylish blouses for the season...

#### The Story of the Three Bridesmaids

...the most fashionable coats for the season...

#### Rolls-Roycing the Honey-moon

...the most popular skirts for the season...

#### Electrifying the Bride

...the most stylish accessories for the season...

#### Atop Her Golden Treasures

...the most fashionable shoes for the season...

#### THE LION STORE

*The Lion Store, Toledo, Ohio.*—This ad is written especially to interest brides. It interests them in all the special things that make up a bride's outfit. But many women, young and old, who are not preparing for marriage will be interested in the items described. Also, they will visit other parts of the store than those where the bride's goods are on display. This is a June ad, a seasonal story about seasonal goods. When you read one like it published by the store where you are employed, try to feel that you helped write the ad. When a prospective bride comes in, act as though you had expected her. Do not act like she had never heard of your store nor you of her. That is what the ad was intended to do: Put you, as a salesperson, and the bride in touch with one another so far as bride's merchandise is concerned. An ad like this does two things for the bride: Makes her want certain items and makes her want to buy them at your store. Don't let the bride come in and meet a stranger. Be ready to think with her, to suggest, advise, to be enthusiastic and to be helpful. She expects these things, especially after reading your store ad. She will buy more if she feels that she is talking with some one who has heard of her. You have heard of her and she of you, through the ad. Isn't it so? Your store has the same opportunity with brides as the store had which published this particular ad. Every town has brides in it and every store can sell them a lot of goods. Yours can.

## Sale of New Summer SUITS

28<sup>50</sup>

### A Sensational Sale New Summer HATS

6<sup>50</sup>

### Charming FROCKS

23.50

38.50

### Special May Sale of FURS

Wash Goods

75c

7.99

49c

HP Wasson & Company





# One Good Headline or Caption Is Worth a Hundred Words of General Description—



Here Is a Page Full of the Best of Both

By Arthur Sinsheimer

**Everything's Ready  
For Bathing Time**

"Come on in, the water's fine"—that's what the wild waves will soon be saying. The bathing suits, caps and accessories are all ready now and we invite you to make your selections as early as possible.

**A Real Service  
For Stout Women**

Here is a distinct Apparel Service for women with full form figures enabling them to secure latest styles at moderate cost. Special regard is given, of course, to the lines of these garments and the results are highly pleasing. Models which solve the clothes difficulty for stout women.

**Clever Play Frocks  
For Outdoor Girls**

For the vigorous outdoor activities of girls, we have had specially designed these attractive gingham dresses which are of sturdy character combining smartness, good looks and low price.

**A Special Offer of  
Women's Nightgowns**

Pretty enough for the most fastidious wearer yet practical and greatly under-priced for this month-end event. Dainty "nighties" of finest quality crepes, batistes and nainsooks with pretty lace trimmings.

**A Timely Sale of  
Smart Silk Frocks**

Here's the most welcome sale of dresses we have had in a long time. All of these silk frocks are attractively pretty, of splendid fabrics and just see these prices.

**Sporting Goods Items  
Are in Order**

If there's going to be a picnic or any sort of an outdoor affair, you can jot it down in your mental note-book that its success depends on the sporting goods equipment—and we have full lines of everything for outdoor gaming.

**A Special Display  
Of Children's Stockings**

Now for some remarkable values in all kinds and varieties of children's stockings—fine, medium and heavy ribbed in all sizes and colors. Also an assemblage of fancy socks for smaller tots.

**Sports Apparel  
Of Distinction**

This season's code of dress for sports wear is a fairly exacting one to which we have given a lot of attention, so that our complete line of correct sports apparel would be well worth your investigation before you outfit yourself for the summer season.

**An Unvarnished Editorial**

The kind that talks "straight from the shoulder" about your store service policy and leaves no doubt in the customer's mind as to the advantages which you offer through methods of up-to-date store-keeping.

Store Service, as we see it, means something more than the exchange of money for goods or the delivery of a full round dollar's worth of value for every dollar spent.

We believe that a store should be alert, keen to please and always ready with a pleasant answer. Please feel free to ask questions here—we want you to!

While the variety in stocks should be wide, it should not be so simply for the purpose of making the broadness of the showing cover up the sin of omission of good values.

Since the customer always expects newness and novelty, these features will never be conspicuous—by their absence here.

A store should be willing to receive criticism in a friendly spirit because the little faults which others see, we sometimes cannot see ourselves. We in this store, are always learning—we do not think we "know it all."

We believe that the good will of the public is our strongest asset and because the character of the service rendered determines the amount of good will a store shall have, we try to round out this service by doing better today than yesterday and making tomorrow better than today.

**New Net Guimpes  
Are Sure To Attract**

Frilled fluffy things that give the finishing touch to your costume. And there is a note about them that you have not seen before—the clever placings of a bit of lace, the cut of a frill or maybe just their general prettiness will be sure to attract you at these special prices.

**These Are Blossoms From  
A Garden of Frocks**

What delightful picks of warm summer do these frocks bring to mind—how they make one impatient for the summer time gaieties when they will be worn. It is refreshing just to see this garden of frocks in gay organdies, dotted swiss, voiles and gingham at these moderate costs.

**June Bride Stuff**

A form of letter that you can send out to a June Bride list—and by a little revision, it can also be addressed to high school graduates.

Dear Madam:

We beg to extend to you our heartiest congratulations upon your forthcoming marriage and to wish you a long life of uninterrupted happiness, health and prosperity.

And now you will pardon us for pointing out the fact that our broad stocks contain just what you will need for your trousseau as well as for your home, when you start housekeeping.

We believe, however, that a real service can be rendered by bringing to your attention the fact that this store offers numerous advantages that you cannot afford to lightly pass by. Broadest assortments, highest quality merchandise, lowest prices and guaranteed satisfaction with every purchase are a few of the notable superiorities possessed by this store.

We trust to establish a long and pleasant business relationship between you and ourselves and hope to soon have the pleasure of serving you at our store.

Respectfully yours,  
(Sign Name Here)

**A Special Display  
Of Children's Dresses**

Gingham—a table overflowing with pretty little gingham dresses for the Miss of 2 to 12 years. They are in plain colors, plaids and combinations—every one a supreme value at this price.

**Here Are Some  
New Cotton Blouses**

Lovely, fresh, new lingerie blouses, some hand made with all the care and fineness that can be lavished on them. You will pronounce them "delightful" at this price.

**Dainty White Slippers  
Of Modish Lines**

Just such white footwear as this offering will be needed for wear with your dainty summer frocks. There are many styles to select from, with Louis, Cuban and flat heels and the prices are as follows:

**Now We Come  
To Sports Skirts**

Being only half of a costume—the sports skirts in our apparel department are almost blazing their way into strikingness—determined to be the smarter half. They are a fascinating group which you should see because of their moderate pricings.

**Exquisite Baby Things  
For the Summer**

No member of the family receives the tender, loving thought in the selection of summery things to wear that baby does, and for those who think as we do about it, we trust that you will take this invitation to view our infants' department and its special offerings for this week.

**Men Must Have  
Belts for Summer**

There is a neat, trim appearance to the man who wears a good belt. It gives a finish to his trousers—literally "tops" them off in the proper manner. Several belts are not too many for a man to have—in fact he will want more than one when he sees this great variety at low prices.

**Early Summer Millinery  
In the Spot Light**

All the soft and bright tints that are coming to life among the frocks are being mirrored among the summer hats. We'd like you to see this display at your earliest convenience—why not make it tomorrow?

**Novel Tricolette Scarfs  
For Wear Now**

If you consider there is nothing smarter to accompany your street or sports costume than a good looking scarf, then you better take the time to see this special offering which will be featured tomorrow—and please note the price.

**Now for Some  
Domestic News**

From our Department of Domestic the following items have been assembled and priced for regular selling and their value will make many friends for this store. We want you to feel that you can come here at all times and get values that will be of money-saving worth to you as the following list shows.

**Dainty and Practical  
New Silk Lingerie**

The soft satins and silks that are easily laundered make delightful things of these envelope chemises, petticoats and bodices that every woman loves to wear when they can be purchased for as little money as this.







# Advertising Ideas

## AND SALES PLANS FOR JULY



# These Are Good as They Stand But Any Adman Is Perfectly Welcome to Improve Them

### Some Lookers

When the merchandise manager started to holler that bathing suits weren't moving fast enough and something had to be done to attract attention to the line, the adman of the Taft-Lyons Co. of Los Angeles, Calif., decided on a plan to jazz things up a bit and with the help of the display manager, put his idea over in great shape. His very next ad contained a large announcement that a display of "Bathing Suits on Living Models would be featured in the windows of the store all next week." As a result, the street was blocked for the whole week and the police had their hands full trying to keep traffic moving—and the male contingency were reported as the biggest buyers of these women's bathing suits when the sales sheet was made up for the week. "It do beat all" what a little extraordinary publicity will accomplish.

\* \* \* \* \*

### Free Sketches

Bullock's of Los Angeles have a yearly stunt in the way of enticing mothers to bring the children around to Toyland and the children don't forget to remind mother about it, either. Complimentary shadow sketches of all children visiting the children's floors on Saturday mornings are offered and it has become such a popular pastime to the hundreds of small tots who have taken advantage of this free service that it's nothing to see a line-up on any Saturday morning of future customers. An art student from some local school could easily do this "sketchy" idea for most any store that wanted to try the stunt as a special feature. Names, addresses, age and birthday of each child sketched are placed on small index cards for future mail list use.

\* \* \* \* \*

### Have a Card

Reminding a customer of a special sales event in some other part of the store is a new idea which Mandelbaum's of Des Moines, Ia., uses to profitable advantage. Small cards are printed and kept handy in each department. Then when a sale is on, these cards are filled out and handed to a customer by the salesperson as a polite reminder of the special event. The wording on the card reads: "MAY I ASK YOU— to present this card to any salesperson in

the — (skirt) department on the fourth floor, who will show you the tweed skirts at \$3.25 on special sale today? THANK YOU!" These cards are then signed by the salesperson and the spaces are filled in with whatever is on sale for that day. And the customers are really flattered to be so courteously directed to "good buys."

\* \* \* \* \*

### A Photo Free

W. A. Wieboldt & Co. certainly did a crashing business in photographs when they advertised "A Photo Free for Baby Day." "We will give absolutely free a cabinet picture in a beautiful folder of every child under five years of age who is accompanied by the mother. No order for pictures is necessary and no purchases are required to take advantage of this invitation," was the statement of the store. And even though the announcement meant just what it stated, how could any loving mother escape the beautiful value-giving displays of baby wear that were specially arranged for the designated "Baby Day"?

\* \* \* \* \*

### More Free Lectures

Free lectures on the art of dressmaking were the general order of the day during the Spring season which we have just gone through, but there's no reason why you can't use these ideas as stimulators of business when Fall dressmaking days approach a few months hence. C. F. Hovey & Co. of Boston, Mass., added a touch of interest to their free lectures by engaging a Mme. Gabrielle Rosière, who, they announced through advance advertising, had studied fashions abroad and had also won a scholarship in costume designing at the New York School of Art. Mme. Rosière gave a series of lectures and practical demonstrations on all phases of dressmaking from the selection of materials right on through to adding the finishing touches of trimmings and frills. In this way the lectures gained great prominence among the women of Boston and, incidentally, the Hovey dressmaking course was more popular this season than ever before.

\* \* \* \* \*

### Elmira's Rest Room

Here's the report of another of those co-operative rest room ideas which are springing up through the concerted efforts of

local merchants. Fourteen thousand, nine hundred and sixty-two people visited the rest room which has been established in the shopping district of Elmira during the first year of its existence, according to the first annual report of Ella M. Briggs, who says "shoppers from out of town find our room a great convenience. They bring their packages or have them sent from the stores and when the day's shopping is over, they come to the room for a brief rest, collect their packages and go on their way homeward fully rested and thankful for the service."

\* \* \* \* \*

### "Red Arrow Booth"

The Burgess-Nash Co. of Omaha discovered a new name for a bargain counter by calling it "The Red Arrow Booth." The Booth, which is in the rear of the downstairs store, is lighted by red incandescent bulbs, and is announced throughout the floor by large red arrows pointing in the direction of the booth. The Red Arrow Booth is the abode of a daily special and is always the center of a crowd of eager shoppers who have grown to love to it for bargains of special merit.

\* \* \* \* \*

### Checker Champs

A small store in the South used a novel bit of window display which helped sales and proved a steady drawing card. This store is situated in a county seat of about 5000 people in a rich farm country which is full of checker enthusiasts, as are many other county districts. The proprietor sets in the foreground of one window each Monday a checkerboard on which a playing situation, taken from a checker book, is laid out. Attached is the legend, "black to move and win" or some other direction according to the game. Every day groups gathered at the window trying to work out the problem and in this way hundreds of people saw the goods displayed not only in that particular window but also the adjoining ones. This little stunt sounds like a childish affair but in reality it proves a wonderful publicity and attention getter wherever it has been tried. Grown-ups like to figure things out, too, and checkers offers the opportunity.



# Here's How July Looked in Nine Stores

These advertisements suggest needs which stores are called upon to supply year after year—they opened the way for midsummer salesmanship.



### Paris Wash Fro Lowest Price

Wash Fro is the most popular of the new wash fro fabrics. It is made of the finest quality cotton and is perfect for all seasons.

**The Reductions ARE ENORMOUS NOW, BUT—**

Men \$12.50  
Men \$10.00  
Men \$12.50  
Men \$15.00  
Men \$17.50  
Men \$20.00  
Men \$22.50  
Men \$25.00

### THE CRESCENT

Tomorrow Being Independence Day of Great W. M. G. G. G. G. G.

Independence! Extra-Means Sale! Tomorrow a Spectacular Display of Goods! National Headquarters!

### Guide's Summer Shoe Sale for men

6 8 9s

Here are replicas of July advertisements which appeared in nine stores last year. They are mostly devoted to clearance or allied events and specialized selling events. Each is noticeably good considering the general run of clearance advertising, and doubtless each brought in some extra business.

If the salesmanship—the individual effort of each member of the selling staff—was up to the standard of these ads, business was pretty good. It requires even better work to respond to midsummer advertising appeal than to the regular run of store publicity.

People need goods but are not inclined to try hard to get them in hot weather. It would be interesting and profitable if a salesperson studied these ads and tried to solve for himself or herself how she would respond to the customers brought into the store by each one of the ads. The purpose of each of these nine ads is the same—to stimulate interest in specialized offerings of goods and values. And customers in each instance entered the store in a certain frame of mind. How did the salespeople react to the wants of their customers? Look at the nine ads, their arrangement, type, captions, items and values and their special appeals and then answer the question for yourself in terms of your own store. For your store will surely run some ads in July similar to one or more of these. And the results in extra business will depend a great deal on how accurately you, as salespeople, sell like the ad reads and looks to customers.

Salespeople do not always look at their store ads in this light but it's a good light. These are all ads from progressive stores. Your ads may be better or not so good but you can still link good selling to the part of the ad which represents your department or section.

### Winn-Dixie & Co. JULY CLEARANCE SALE

Monday, July 11th to Saturday, July 23rd, Inclusion

Girls' Coats and Dresses Reduced One-half

Men's Suits Reduced One-half

Children's Shoes and Lower Prices

Wash Goods

Linens and Towels

Costs! Suits! Dresses! at Great Savings

### Guide's

Bring A Friend

J. W. Robinson Co. South and Grand

### July Clearance

—The Great Yearly Sale of J. W. Robinson Co. will be on a Thursday, July 5th, and will continue throughout the remainder of the month.

—The widely known event is called the July Clearance and is the Sale which has led to the well known saying "When Robinson's have a Sale it is a Sale."

—EVERYBODY KNOWS EVERYBODY GOES

—The goods come into Robinson's July Clearance from two Sources:

- From Robinson's Regular Stocks
- From Manufacturers who take this way of converting goods into cash.
- Each day is a new sale. Visitors find new values waiting every morning.
- Owing to the great demand which attends the Sale, goods offered are swiftly sold. Cash value, unless so indicated is a sight sale. Goods of value offered at their intrinsic value. They are sold as one goes as they are brought in.
- More goods will be offered.
- Prices will be further below the normal.
- This July Clearance will be the means of distributing hundreds of thousands of dollars in the form of useful goods in favored prices.

—THIS WORD IS SENT OUT TO NOTIFY THE CITY AND THE SURROUNDING COUNTRY THAT THE SALE WILL TAKE PLACE.

—Broadcast in The Times, The Express and The Record on Monday, will give further particulars.

—Thousands will want to prepare themselves well to attend the Sale EVERY DAY.

—Because of the wide-spread character of the Sale the few details can be given. But it may be noted that the goods which will be offered at the opening of the sale will include:

- A Sale of Silks
- A Sale of Wool Goods
- A Sale of Cotton Fabrics
- A Sale of Linings
- A Sale of Women's Stockings
- A Sale of Men's Clothing
- A Sale of Household Goods
- Sale on Knives, Pocket Bags
- Women's Athletic Underwear

—Sales in other departments will be announced from time to time.

J. W. ROBINSON CO.

### Hary Frank & Company

425 Broadway

### Absolute Clearance of every Seasonable Garment

- 128 - Suits
- 125 - Coats
- 375 - Dresses

assembled into four groups:

- Group 1: 15% off
- Group 2: 20% off
- Group 3: 25% off
- Group 4: 30% off

19.75 \$24.75  
34.75 \$55.00

The values are outstanding. The Quality and Style are Superior.

25 Suitsable Garments Made to Order at Your Owns Choice

Monday Morning

7-9 A.M.

All alterations made for free!

### WHITNER'S

Annual July Sale of Men's Shirts

79c \$1.15 \$1.55 \$1.85  
\$2.45 \$2.95 \$3.45 \$4.45

ALSO SPLENDID VALUES UP TO \$7.45

C. E. WHITNER & Co.

### Our Greatest Fur Sale

Presenting Absolute Winter Modes in Furs of Finest Quality and Workmanship

Buy Now and Save 25% to 35%

PRECEDED FOR THE SALE!
SQUIRREL COATS
FRENCH SEAL and CONEY COATS
HUDSON SEAL COATS
MOSELEY COATS
MINK COATS
MOLE COATS

This Store Closes All Day Saturday During July and August

### A Few Suggestions That Will Help to Solve the Problem of Keeping Cool on the Hot Summer Days

- It's Refreshing**: A Sale of Men's Shirts
- And How for a Flip in the Cool, Cool Look!**: A Sale of Men's Clothing
- Share Your Dreams**: A Sale of Men's Suits
- Cool Pretty Blouses**: A Sale of Women's Blouses
- Keep Cool Items for Men**: A Sale of Men's Hats
- Argo Lane Starlings**: A Sale of Men's Ties
- Spent Here With Flip Shady Brims**: A Sale of Men's Hats
- Share Your Dreams**: A Sale of Women's Dresses
- Athletic Underwear for Women**: A Sale of Women's Underwear

### SIBLEY, LINDSAY & CURR CO



These ads were possibly not the best of all the ads that appeared last July but they are used here for two reasons—they cover a wide range of your own store's merchandise and they were sent to the Advertising Ideas Editor as evidence that these pages are being carefully read and studied.

Whenever your store gets out a particularly good ad, send it to this department after it has been used in the newspaper and we'll give you constructive comment on it.





# This Advertisement Is Old But Every Point in It Applies to Midsummer Needs of Women

Several People, Men and Women, Were Asked to Give Their Impressions of This Advertisement—What They Said Ought to Interest Some Hundreds of Admen and Adwomen

By Guy Hubbard

There is always a special reason why an advertisement is reproduced on this page. Ordinarily the reason is not apparent in the physical makeup of the advertisement. More often an advertisement is commented on in the Advertising Ideas monthly feature because an especially good thought or idea is contained in the introductory or in some of the section captions. Sometimes well written item descriptions or well managed illustration decorations are the reason.

But this advertisement of the O. A. Hale & Company Store, San Jose, California, is reproduced here for none of these reasons, although there is an idea in the introductory, the captions and descriptions are well written and illustrations are exceptionally well managed.

### Something Permanent Is Expressed.

Due to a certain element in this advertisement, it leaves a permanent impression on the mind. That is why it is made the subject of a special article in this section of The Dry Goods Economist.

One of the faults of most retail advertising is the short-lived interest it creates in the goods it features. Every adman and department manager

knows this and feels it. Some of them even think it is perfectly natural and to be expected. They attribute this condition to the fact that the public has come to look upon advertisements of a retail store as a thing of today only, an appeal to the need of the moment. If customers have such an impression, it is difficult to blame anyone but the stores.

Customers read advertisements because of a real interest in one item or many items. Their interest is in the goods advertised. They expect to buy the goods the day the ad runs or the day following. But why should anyone think that that ended the interest? Sometimes a suit, coat, skirt, hat or pair of gloves are worn for many months after they are bought. Household articles are used for years.

Would it not be better strategy to give each day's advertising an air of permanency? There are many ways to do this and all the reason in the world for doing it. An advertisement in its very nature is more or less fleeting in its effect. It is a part of a daily newspaper received, read and cast aside. Yet it is possible to put something in the ad which will live on after the paper is cast away and forgotten.

Headline and dateline both pronounce this a mid-winter advertisement but in a section of the country where out-of-door attractions come early. Cotton dress materials are featured and no doubt were bought by the women of San Jose for the reasons outlined in the introductory—good reasons interestingly presented in type.

### Midsummer Merchandise

By changing "Joyeux Printemps" to its counterpart in midsummer, every element of appeal in this ad could be used to interest women in midsummer needs. This is not wholly due to the merchandising of the sections. It is due to the fact that the advertiser directed his appeal to the women's interest in merchandise instead of stressing value only and in terms of Spring. His theme is the delight of owning and wearing charming clothes. That is the way the ad has a permanent appeal. Women who read this ad last January are now buying in the store goods this ad made them want. They have bought in January, too, and in April and May. But there is no doubt that it keeps the O. A. Hale Co. Store and goods in their minds. This ad and others like it, by the same store, carried the idea of charming dress and dress accessories to interested women.

The ad was shown to several women and some men just before this was written. None noticed the date—January 29, 1922—but all said in effect: "It looks cool, inviting, summery."

Some even went so far as to say the ad looked interesting. Others did not like the type display. But the important point is that without exception all these women and men saw in the ad just what is in it and that which is in so few department store ads, an element of permanency. In other words, this kind of advertisement is based on what the goods mean to customers rather than on what goods mean to the store.

Few department store advertisements are well written. Most of them are strong on price and value comparisons and short on ideas—the kind of ideas which kindle interest in merchandise and its significance as something to use. It is time for store managers to get the customer's viewpoint and then reflect it in their advertising as it is reflected in this one.

O. A. Hale & Co.  
Forty-two Years of Leadership in California

Telephone San Jose 333

The Store opens at 9:00  
Closes and closes at 5:30

Entrances: First, Second and San Francisco

## "Joyeux Printemps"

### Cotton Dress materials in wondrous variety of tempting colors and designs herald "beautiful spring"

Pink and blues, green and lavenders, yellows and reds—every rainbow color. In a bewitching whirl of springtime happiness—

Each pair of gingham, voiles and tissues, a beaming lining, luring women girls into this bewitching maze of checks, stripes, plaids and plain colors—

Then sending them out into the joyful, sunny springtime, clothed in dainty, unguessed frocks, each one seeming more lovely than the other.

Each pattern vies with its neighbor for first choice in the hearts of the choosers, and so wonderful is this great collection of new spring and summer fabrics that one can not be blamed for hesitating in making selections—so charming is each one.

With all these standard, colors are all fast, and the prices—well, the prices are so fine, the values and colors so suited for the pleasure of spring, that the prices seem very modest, they're so very gratifying to the eye.

And any woman of girl, who does not have three or more new spring dresses from these beautiful fabrics while stocks are fresh, will surely have cause for regret.

Come in, and enjoy the gladness of our canopies—and, if you wish, buy them. The birds are beautiful singers and dance on both canopies and cages are reasonable.

Lace and Organdie Neckwear—to Finish the New Tub Frocks for Spring

Fine imported lace neckwear, in a number of different styles, has just been received.

There are Tuxedo Collars, shaped collars, and Tuxedo collars and cuffs sets—some twenty-five different patterns of wash finished, edged, and net bands. A choice of cream, white or ecru.

Printed at 30¢ and \$1.00.

Embroidered Organdies—white with every color, and colors with white dots, or the stylish black and white combinations.

Tuxedo Collars, some with collars to match, and collar and waist sets.

Printed at 60¢ and \$1.00.

We invite your inspection of the wash fabric displays in all of our windows and in the extra interior displays. You will never see a ceiling so large and fine variety of material—each a banner of a superb

**At \$2.00 a Yard**  
Superior English Longcloth, chinamo finish, 36 inches wide, 40 yd. piece, \$2.00 a piece.  
Windsor Washables, Knicker Crepes, in white, pink, and maroon, 36 inches wide, 29¢ yd.  
Imported Dotted Swiss, embroidered in white, black, blue grounds, with lots of all contrasting color effects in white and black, blue and red, blue and white, 27 inches wide, at \$1.00 yd.  
Imported Swiss Organdies, having the permanent creases so much desired, all plain colors and white, 45 inches wide, at \$1.00 yd.

**At 30¢ a Yard**  
Ginghams, 27 inches wide, in checks and small plaids, plain and blazer stripes, fast colors, at 30¢ yd.  
Gingham checks and plaids, all desirable colors, 32 inches wide, at 30¢ yd.

**At 35¢ a Yard**  
Everyday Suiting, stripes and checks, for children's wear, shirts and rompers, 31 inches wide, at 35¢.  
Oxford Cloth Shirtings, for men's shirts, a good variety of stripes, 32 inches wide, at 35¢.  
Ginghams, fine, sheer fabrics, in checks, plaids and plain colors, all 36 inches wide, at 35¢.  
Voile, plain white, 40 inches wide, at 45¢.  
Organdie, pink, 36 inches wide, at 35¢.  
White Poplin, a fine firm quality, 36 inches wide, at 65¢.  
White Poplin, 36 inches wide, for rompers, or separate pieces, 36 inches wide, at 25¢ yd.

**At 40¢ a Yard**  
White Flaxen, 36 inches wide, at 40¢ yd.

**At 50¢ a Yard**  
Bride Suitings, all colors, and white, 36 inches wide, at 50¢ yd.—

Shower Voiles, in black old rose, orchid, maize, blue, 36 inches wide, 50¢ yd.  
White Batiste, 36 inches wide, at 50¢ yd.

**At 45¢ a Yard**  
Ormond Beach Cloth, all good colors, 36 inches wide, at 45¢ yd.  
White Dotted Swiss, at 45¢ yd.

White Embroidered Voiles, conventional designs, figures, spots and floral designs, all good colors and designs, including blues, reds and pink, 40 inches wide, at \$1.50 yd.

There are Tuxedo Collars, shaped collars, and Tuxedo collars and cuffs sets—some twenty-five different patterns of wash finished, edged, and net bands. A choice of cream, white or ecru.

Printed at 30¢ and \$1.00.

Embroidered Organdies—white with every color, and colors with white dots, or the stylish black and white combinations.

Tuxedo Collars, some with collars to match, and collar and waist sets.

Printed at 60¢ and \$1.00.

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Printed at 30¢ and \$1.00.

Embroidered Organdies—white with every color, and colors with white dots, or the stylish black and white combinations.

Tuxedo Collars, some with collars to match, and collar and waist sets.

Printed at 60¢ and \$1.00.

Egyptian Embroidered Tissues, embroidered in squares and conventional figures, in colors of blue, yellow, pink, red, lavender and black and white, 32 inches wide, at 85¢ yd.

Imported Zephyr Ginghams, Queen of Scots brand, a very fine quality, 32 inches wide, at 75¢ yd.

Tissue Ginghams, cross barred with silk, half-inch checks of lavender, green, brown, black, yellow, pink and red checks and stripes, 32 inches wide, at 65¢ yd.

There are combinations of jet and apricot, jet and amethyst, black and red or various of amethyst, blue and red verticals—later particularly tempting and suitable for spring.

These are combinations of jet and apricot, jet and amethyst, black and red or various of amethyst, blue and red verticals—later particularly tempting and suitable for spring.

Prices are 25¢, 37¢, 45¢ and \$1.19.

Sparkling Crystal and Fine Jet Beads for Spring Sport Wear

And the colors—well, much or contrast the new spring dresses, too.

The strands are of graduated or different sized beads, strong attractively, and range from 24 to 36, with lengths, some with tassels or fancy pendants.

There are combinations of jet and apricot, jet and amethyst, black and red or various of amethyst, blue and red verticals—later particularly tempting and suitable for spring.

Prices are 25¢, 37¢, 45¢ and \$1.19.

Blouses—of pink or white muslin and batiste, with straight or scalloped ruffles at knees, edged with lace, colored trimmings or beaming—in blue.

Printed at 65¢, 85¢ and \$1.00.

Princess Slips—made of fine muslin and multi with trim of lace and embroidered bodice or built up shoulder tops, ribbon and self material straps, some with colored linen stitchings.

Printed at \$1.75, \$2.00 and \$2.50.

Envelope Chemise—made of fine muslin and multi, muslin, all bodice tops with self or ribbon straps, trimmed lace, fancy stitchings, colored blemishings and French knot embroidery in pink and blue, some buttoned.

Printed at \$1.00 and \$1.35.

A choice of black or brown.

Every shoe one of quality and style.

Printed at \$6.00 a pair.

To induce early interest in washable dress materials, and give immediate reason for visiting these departments, the week, we are placing on sale:

**5,000 yards new ginghams and percales, at 12¢ yd.**

The gingham includes plaids, checks and stripes. In the season's favored colors, color combinations and designs, good firm, closely woven material in amazing variety, and are 27 inches wide.

The percale includes both light and dark of both. are good, medium count cloth, that will give excellent service, and compare considerably in variety as to color and design, 36 inches wide.

12 1/2 x 36 yard for good quality ginghams and percales is so ridiculously low that we miss our guess considerably if these are not all sold in two or three days at the utmost.

And for the individual Parisian touch in your finished frocks, be sure to choose Butterick patterns—with the "DELTOR" which effects actual savings of money and time

# In Hot Weather Make 'Em Short and Snappy and Interesting—Everything Here Has the Midsummer Slant



By Arthur Sinsheimer

### A July Saving on Women's Suits

Women who just dote on suits that "stand out" from the commonplace, will be much impressed with these specially priced offerings for July events.



### An Offering of Fine Summer Dresses

Introducing some of the finest styles of the summer season with the newest ideas in collars, sleeves, cuffs and trimmings and note these prices.



### And Here Are Skirts at Clearance Prices

When you note their quality of merchandise and excellent workmanship, no sales argument will be required to sell you any of these.



### Smart Little Dresses for the Children

These little dresses are as stylish and as well made as any of the garments created for the "grown-ups." Styles suitable for play time and dress wear—and at these saving prices.

**An Editorial Addressed to the Men**

**SAFE !**

With one mighty wave of approval, the hat-waving, shoulder-slapping, cheering crowd acclaims approval of clean sport and a good play made.

—And to these same men—these same young fellows who like the clean-cut "best man wins" way of doing business, we say—

We're priming to bat a home run in this business game—and we're going to do it, too. Values, assortments and service—that's the combination that we're warming up with—the big three that have made this store the "Big League" store of the town.

Every last man of you is an umpire—we'll do our best and accept your decision always. Let's play the game together.

### Little Boys' Suits Very Specially Priced

Suits that look well on many little boys—that have a little boyish air which pleases Mother and a manly little air that pleases Dad. To be sold now at special prices because size range is broken.

### A Very Low Price for Muslin Nightgowns

These were made to order for another merchant—but there is "many a slip 'twixt the cup and the lip" and they came our way underpriced—that's why you can buy them at these prices now.

### Charming Waists Temptingly Priced

In this July offering of waists for summer days, you will find all the smart styles of the season at very attractive prices.



### Summery Hats Greatly Reduced

These are the models that usually can be secured only for excessive sums, but note how low they are priced for July events.



### Special Dress Items from the Basement

Barred voile dresses—as cool and fresh as an ocean breeze—in blue and white and pink and white bars. Lovely little frocks at these economy prices.



### Splendid Assortments in Cool Underthings

All the charming touches that go to make lovely articles of lingerie are to be found in this special July sale of underthings, at very low prices.

## A Letter to Vacationists

Dear Madam:

How may we relieve you of worries over your vacation wardrobe?

Many a vacation trip has been marred by an incomplete supply of apparel and all those little Summer "fixings" that are really so necessary to one's comfort. And likewise many a vacation has been made doubly enjoyable by having the most suitable outfits for every occasion.

It really isn't the number of garments and accessories in your wardrobe that makes it complete—it's the care used in getting the right things. Such a wardrobe can be secured here most economically!

A few hours spent here in choosing your vacation outfit and you'll be ready for the happiest days of the year!

How may we help you? And when?

Sincerely yours,

(Store Name Here)

## The July Sales Letter

Dear Madam:

It's economy time in the store now! The July Events are on!

Every day brings new offerings—every department delivers its share of seasonable goods at lower-than-usual prices.

Economy has never been so important for you and everyone else in the country, as it is now during these reconstruction days—and the July Events will help.

By securing your needs here now, you can save a considerable sum and still supply yourself and your home with those things which are always necessary.

Though most of the special July offerings will be of sufficient size to advertise in the papers, there will be scores too small. These latter will be featured inside the store.

Visit the store every day that you possibly can—walk leisurely through every department and you'll find tempting bargains aplenty—that's sure.

Yours truly,

(Store Name Here)

### Extra Fine Ribbons in Heavy Taffetas

There are so many things that require a piece of ribbon to complete their fashioning, such as millinery, dresses, bags, neckwear, etc., that you will probably be able to use plenty of these because of their moderate price.



### White Low Shoes at Price Economies

These are the same good shoes that combine comfort and trim appearance—in both oxford and pump models. Even advisable to put them away until next summer if you cannot use them now. Just see the price.

### What About Your Corsets?

It makes no difference—and please don't tell us that you are "different." We make an absolute assertion that you can be fitted here. Our corsetiere is always at your service ready to advise and suggest. And not only that, but our corset line is superior from every angle.



### Pretty Little Smocks for Particular Women

They are in a number of pretty styles, well suited for women and misses alike—and note the lowness of their prices for these sales events.

### Some More Low Priced Foot Notes for Summer

And before we tell you the prices, let us say that this is a sale of the finest footwear that money can buy—the sort of footwear that discriminating women seek out. Now note these prices!



### Colored Silk Umbrellas Lowered in Price

Smart umbrellas of best grade silks in all the popular shades and all the newest notions in handles of bakelite, leather and fancy woods with silk cord or leather wrist loops—some of the loops tipped with fancies. At special prices tomorrow.

### Chic Sports Hats Have Been Reduced

But reduced in price only as the same good quality, workmanship and "chicness" in these hats still remains. We particularly invite you to examine this offering.



### Prices Reduced on Men's Leather Belts

If your belt has had an exceptional amount of use during the past hot days you probably will want a new one when you hear how greatly the prices have been reduced.

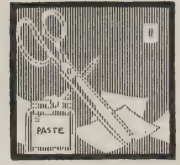






# Advertising Ideas

AND SALES PLANS FOR AUGUST



## It Takes Extra Energy to Bolster Business Just Now—Here Are Some Plans That Help

### A Bathhouse Idea

Building a bathhouse right in your bathing suit section isn't such a bad idea at all. At least, the Maison Blanche Store of New Orleans didn't find it such a crazy stunt when the bathing suit season was ushered in. They constructed an artistic fitting room right in the center of their women's bathing suit section and it was built to represent a two compartment bathhouse with such likeness that women found it almost a pleasure to step in and try on their new purchases—and you know what a "hot job" that is in Southern hot weather. Incidentally, the idea proved a big drawing card and materially helped the sale of suits—and it's not too late for someone else to try the scheme.

\* \* \* \*

### Babies of Old

We're all of us more or less familiar with the changes that have taken place during the last century in men's and women's wearing apparel, but what about Baby's Wear? Gold & Co. of Lincoln, Neb., recently cashed in on a unique display in which baby costumes of times gone by were contrasted with those of today. Photos of babies during the Civil War days and also their costumes were obtained from some of the older residents of Lincoln and a small tintype of a bouncing little boy bore the inscription "Little Frankie Zehring, age 5, 1864—Now Our Mayor of Lincoln." In the window was a display of old-fashioned babies' clothes and next to it a display of up-to-date infants' wear, showing how the gradual changes had been made for baby's comfort.

\* \* \* \*

### Getting Ready Right

Suppose you've read the "Get Ready" Radio article on this page, so here's one of the many ways in which you can do it. In order to be the "radio center" of your city, you have to know first of all three things—who is interested in radio and has no set; who is a "fan" and has a set; and who doesn't know that he is interested in radio but is willing to be shown.

In order to connect with all three of these types, the Stix, Baer & Fuller Dry Goods Co. of St. Louis, Mo., are building up a mailing

list by printing a coupon in their daily advertisements offering to send free a copy of their weekly broadcasting program to those who send their name and address on the coupon. The first two types of people described above send the coupon because they want the program, and the third type sends because he wants to see what it's all about.

\* \* \* \*

### Tomorrow's Business

This young lady can read it like an open book. Sunday weather proves a fine gage of her Monday's trade—sort of an accurate measuring device. Miss Frances Shinek is the manager of the camera department in the Brandeis Stores of Omaha, Neb., and she's always praying for fair weather on Sunday because, as she says, "Monday's business depends altogether on Sunday's weather. Everybody wants to take pictures on Sunday and if it rains they can't, which makes a difference in the sales of my department that runs into real money. If it's clear, then I know that Monday will be a big day, not only in the developing of four to five hundred rolls of film, but also in printing them and selling the same customers new rolls of film to take the place of the used ones. That's why Sunday weather is my gage on Monday's business." And it works, too, when you think it over.

\* \* \* \*

### Condensed Advertising

J. N. Adam & Co., of Buffalo, N. Y., used this idea to get the fullest possible value out of a page of newspaper advertising during their store-wide Clearance Sale. Eight full pages of space were used in a single issue of one afternoon paper. In another paper the eight pages were condensed and reproduced in two pages. This was accomplished by photographing the original full size pages and using four of them in reduced size on each of the two pages.

\* \* \* \*

### Home-Made Rain Drops

Sounds hard, but it really isn't. The water is obtained from a small bath spray hung from the center of the ceiling. What for? It was used to represent rain in a window display at Macy's, N. Y. C., in order to help the sale of Umbrellas. A wax

figure dressed in Summer apparel stood under the spray with one of the umbrellas raised above her head and the rain rolled off onto the grass mat floor covering and into a tank back of the window. Country scenes furnished a background and plenty of umbrellas were spotted around camouflaged as plants.

\* \* \* \*

### 58th Sale Free

For a number of years the Auerbach Co., Salt Lake City, Utah, during their anniversary sale, have given free the sale corresponding to the number of years they have been in existence.

Every time a customer makes a purchase (either cash or charge) the sales check is sent in a pouch to a central cashier's desk. A special cashier is in this cage who counts these closed pouches as they come in from the various departments (except groceries, meats, phonographs, patterns and C. O. D. purchases) throughout the entire store. This cashier marks each fifty-eighth pouch as a "free purchase." This fifty-eighth pouch is then opened and the sales check is stamped "paid," no matter whether the amount is 10 cents or \$1,000, and the merchandise presented to the customer with the compliments of the Auerbach Co. Should it be a cash purchase, the money is returned at once in the pouch to the customer. If it is a charge purchase, the check is simply stamped "paid." In either case, the merchandise so purchased is given to the customer absolutely free of charge.

To insure absolute fairness in the above plan, the special cashier who counts the pouches is chosen by the daily newspapers.

\* \* \* \*

### Attracting Men

This stunt was sprung by Mayer Israel & Co. of New Orleans when they advertised a suit worth \$75 for \$1 to the first man whom it fitted. A 46 long was selected to be the \$1 suit—which made the fitting much harder. Before the right man was found, nearly five hundred of them came to try on the suit, and when they found their figures didn't belong, most of them took a look around and made purchases of other bargains.





# Home Ideas Are Worth Most in August



Advertising and Selling Can Do Wonders for a Store During the Change from Summer to Autumn Because People Like to Buy in August

Women do most of the household buying the year around. In August they do more of it than in any other month. There are several reasons for this. The two best ones are as follows: (1) After the relaxation on buying for the house which naturally comes with hot weather, there comes a normal impulse to start buying again. (2) During the lull, the head of the house has time to study her needs for the coming season and when August Sales open up, she knows what she wants and begins to look about for a good place to buy it. Furniture, blankets, household linens, curtains, hangings, rugs, carpets and many allied home furnishings naturally come to mind as July blends into August.

The four advertisements reproduced here are rather typical of August Specialized advertising. Each one carries a timely suggestion for the adman and sales manager who look beyond their own office for inspiration and suggestions.

## 'Tween Seasons? Not At This Beehive of Intense Energy!

**Need Draperies? This 98c Madras Is 59c!**



It is NOT just a good, but a great idea to have a window that is both beautiful and practical. This is the reason why we have a special offer on our Madras draperies. They are made of a special fabric that is both beautiful and practical. They are also very easy to care for. They are a real treat for the eye and a real help for the pocket.

**'39.85—a Sale of Seamless Axminster Rugs**

These are the most beautiful and practical rugs you have ever seen. They are made of a special fabric that is both beautiful and practical. They are also very easy to care for. They are a real treat for the eye and a real help for the pocket.

**On Speaking Terms With Present Market Conditions**

It is NOT just a good, but a great idea to have a window that is both beautiful and practical. This is the reason why we have a special offer on our Madras draperies. They are made of a special fabric that is both beautiful and practical. They are also very easy to care for. They are a real treat for the eye and a real help for the pocket.

**'49 Sheets \$1.29**



**5 Yards of Dress Voile for O-N-E D-O-L-L-A-R!**

It's the quality grade of voile you get for the price. It's the quality grade of voile you get for the price. It's the quality grade of voile you get for the price. It's the quality grade of voile you get for the price.

**64c Women's Ties, 28c 14**

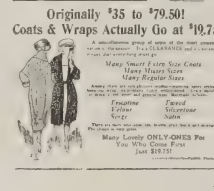
**Buy Your Warm Bedspreads Now \$6.98 Bedspreads at \$5.75**

Notice the chief caption of the Crowley, Milner advertisement—"Tween Seasons? Not at This Beehive of Intense Energy!" This would seem a disclaimer that August is a between season period. Yet the wording indicates that the store expects the public to think it is a between season time on the calendar at least. What is really meant by the heading is no stock-up in preparation for serving a between season clientele. This advertisement makes what is practically a whole-home appeal so as home furnishings go. It is with more attention as a good model for the August appeal.

**Your Winter Furs Far Under Winter Prices!**

There are many beautiful furs to choose from. They are made of a special fabric that is both beautiful and practical. They are also very easy to care for. They are a real treat for the eye and a real help for the pocket.

**China Tea Pots! Unusual! \$1.35 to \$1.45**



**Take Advantage of August Events ON**

There are many beautiful furs to choose from. They are made of a special fabric that is both beautiful and practical. They are also very easy to care for. They are a real treat for the eye and a real help for the pocket.

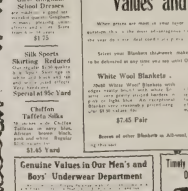
**12 of These 3-Piece Suits at \$1.29**



**VOILES REDUCED**

There are many beautiful furs to choose from. They are made of a special fabric that is both beautiful and practical. They are also very easy to care for. They are a real treat for the eye and a real help for the pocket.

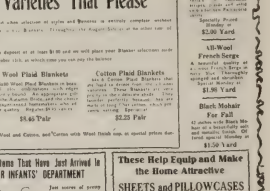
**CONDONS**



**SANITAS WALL COVERING**

There are many beautiful furs to choose from. They are made of a special fabric that is both beautiful and practical. They are also very easy to care for. They are a real treat for the eye and a real help for the pocket.

**August Sale of Blankets**



**ANNOUNCING!**

**Bamberger's Half-Yearly Sale of Furniture**

"Of Enduring Quality"

The most important of the reasons for our great success is the Bamberger's method of buying. We buy the best of the best and we buy it at the lowest possible price. This is the reason why we can sell our furniture at such low prices. We are a real treat for the eye and a real help for the pocket.

Months of preparation and careful buying have been focused on this event. Add now the great savings of our half-yearly sale and the Bamberger's method of buying and you will find a real treat for the eye and a real help for the pocket.

**L. BAMBERGER & CO.**  
The First of America (Incorporated in New York)

**Bamberger's furniture sale announcement typifies in text and illustration the traditional fall furniture event. Also it suggests in a powerful manner the importance of suitable furniture and puts ideas into the homemaker's mind. No doubt several fully merchandised advertisements followed it in close succession. At any rate, if your campaign opens with an announcement be sure to close it with a detailed descriptive advertisement. People like to study descriptions in August.**

**CHAS. A. STEVENS & BROS.**

**Hudson Suit Coats \$295**

**Woolen and Trousers \$195**

**The Poik Makes Its Bow**

**Our August Sale of Furs Offers the Finest Fur Models at the Lowest Prices in the City**

**The New Frocks Are Lovely!**

**These Help Equip and Make the Home Attractive**

**SHEETS AND PILLOWCASES**

**Clara Jane Tub Street Frocks and "Pop-On" Dresses**

**Chas. A. Stevens & Bros. opened August with a fur sale and a special event in seasonable outer apparel for women. They used a simple, direct method of appeal and one which good store can safely follow. August does not sell goods but August merchandising methods do and no store can afford to think otherwise. People shop around in August and the most interesting ads get their first attention and the first attention gets the early August money.**





# These Advertisements Are Worth the Close Study of Admen Who Like to Feature Each Item

David Jones, Ltd., Are Firm Believers in the Selling-Value of Merchandise But They Do Not Neglect Type Display and Arrangement of Material

By Guy Hubbard

It is never possible to do complete justice to the advertisements sent in periodically by Mr. S. Shaw, advertising manager of David Jones, Ltd., Sydney, Australia.

In the first place, reproduction can in no way depict these ads as they really appear in the newspapers. They are always cleverly printed, arranged with care and logic, merchandised to get the widest range of buying impulse from the customer and are written in clear and direct English with little or no metaphorical adornment. It is evident from careful study of a season's run of these advertisements that store identity is maintained in two ways in addition to the store signature.

First, practically every advertisement is specialized. That is, it is either entirely devoted to one line or one department or it features a line or department if the space is divided between several lines of goods. The reader can always get a complete idea of a seasonable item of goods from every ad. The item is illustrated with a well executed cut, it is clearly but briefly described and it is priced so as to indicate the value for the money.

Second, almost invariably the material is described. This, whether the article be of personal use, household use or family use.

The three ads reproduced are good examples in point. One is devoted to women's goods, one to men's and the other to household articles with damask as a feature.

Notice that details are pictured in each illustration used. Excepting the color, the reader can get a complete idea of how the goods look merely from reading the descriptions.

American admen adopt some of these methods but usually not so consistently as the David Jones' adman. In a portfolio of twenty to thirty ads recently received, practically every one details each item of merchandise.

Type display is always managed with care and judgment. This is particularly true of headings, subcaptions and prices. They are always clear and readable.

In one respect, this store's advertising is far ahead of any which have come to the attention of this department. It pays strict attention to the illustrations of its ready-to-wear and dress accessories for women. Almost any ad selected from the group sent in would compare well with our better American mail order and magazine advertising of similar goods. Although merchandising methods in Australia may vary a little from American methods, it is not likely that customers' ideas change as to the use and value of any item of ready-to-wear. Therefore it would seem that the method employed by David Jones, Ltd., has much to recommend it.

The advertising manager is Mr. S. Shaw and this department much regrets that lack of space prevents the reproduction of all the ads in the portfolio sent in recently. They have every mark of the carefully thought out, logically merchandised advertising schedule. It is difficult to find fault with these advertisements inasmuch as they are not to be compared with the best American ads due to the difference in use of space and daily or weekly scheduling. But were a real comparison possible, David Jones' advertising would not suffer in making it.

We are glad to reproduce these because it gives you an opportunity to study this type of department store advertising.

**David Jones' SALE**  
Big **BLOUSE CLEARANCE**

**CREPE de CHINES**  
14/9 29/6 25/16 11

**FUJENE ORGANDI**  
7/9 16/11 10/6

**SKIRTS all one price 18/11**

SALE ENDS SATURDAY

## David Jones' Household Drapery Sale

The hundreds of Sydney and country women who have waited for David Jones' Household Drapery Sale need wait no longer. From 9 am. on Monday, January 30th, every item in this section is subject, at the very least, to a cash discount of 2/- in the £, and in most cases in addition to a substantial price reduction. There is no question that now is the time to buy advantageously, and the shopping public will no doubt avail themselves fully of the opportunity.

**Sale of Towels and Towellings**

**Table Damask at bargain prices**

**Sheet and sheeting reduction**

**Serviettes at Sale Prices**

**Embroidered and lace trimmed table cloths & covers, runners, duchess sets**

**Exceptional offer White Irish linen bedspreads**

**Fine Quality Macella Quilt**

**Waterproof sheeting**

**Furnishing materials**

**Blanching Irish tablecloths reduced**

**Irish linen tablecloths reduced**

**Longcloth and Madrasium Sale Prices.**

**Kitchen cloths very much reduced**

**Notice the chance each item has to speak for itself in this men's advertisement. A splendid example of how to attract the customer's eye with type.**

**Reductions and 2/- in the £ discount for cash**

DAVID JONES, LTD. OPP. G.P.O. SYDNEY.

**MEN-**  
SEE YOU GET YOUR SHARE OF THE REDUCTIONS AT **David Jones' SALE**

2/- in the £ in each of all Suits to measure ordered on order February 1934

2/- in the £ in each of all Tobacco cigars and cigarettes

**75/8 for a £5/10/- SUIT**

Reduced from £5/10/- to £4/-, and less 2/- in the £ for Cash. All-wool "Ready-to-Wear" Suits in full stock. The made-to-measure-quantity stock already in stock. Size made in a range of sizes to fit men in any build. A great opportunity to secure a well made but unobtrusive 75/8 for a £5/10/- suit for once.

A few of the many other attractions in suit dept

**12/7** 21/- Australian felt HATS

**29/3** 35/- M.M. Aprons

**26/7** 39/6 Patent leather BOOTS

**7/- 4/11 Lisle SOCKS**

Notice the chance each item has to speak for itself in this men's advertisement. A splendid example of how to attract the customer's eye with type.

vice. opp. G.P.O. Sydney.

This is typical of the average run of David Jones, Ltd., advertising. Type, illustrations and text all focus on the value of the goods.



# Timely Little Copy Idea Suggestions Like These Are Worth a Lot When You Need Them—Keep 'Em Handy



By Arthur Sinsheimer

## A Few Dresses at Lowered Price

We chose them here and there from makers who were willing to make a sacrifice for ready cash. We selected the very latest and best models they had and now offer them to you at these ridiculously low prices. All sizes for women and misses.



## Exquisite Petticoats in a Sale

Lovelier than you probably have ever seen before in their sheer fabrics, beautiful laces and delicate colorings and just glance at these prices.



## Remember This Monday Is Opportunity Day

Exceptional values are to be offered on Monday in women's and misses' apparel for wear during the late summer season—and at such prices as only an Opportunity sale can offer.



## Some of the Special House Furnishing Offerings

Just the kind of useful house wares that will give good service and make you glad that you bought them at these August clean-up prices.



## Hand Made Baby Dresses That You Will Admire

Sweet little baby clothes—dainty and exquisite little dresses made by women skilled in the artistry of fine needlework and note the little prices.



## A Semi-Annual Sale of First Quality Linens

Good linen is not a luxury but it is one of the most durable fabrics known to the textile world. Linen sheets, pillow cases, towels, table linens and napkins will outlast those you buy of other material. At these extremely low prices you will agree these linens are an economical buy.

## Here Are a Few of the Latest Books

Refreshing, sparkling stories—mostly of love and adventure that will furnish many happy hours of good summer-weather reading.



## An August Sale of Silk Skirts

Superbly tailored skirts of heavy silks—the kind that show rare individuality in smart lines, beautiful textures and all sorts of colorings.



## Some Good Specials in the Boys' Department

Tuesday is clean-up day of odds and ends in the boys' department—note the following items and be sure to come early for these rare bargains.



## This Is Another August Bargain Festival

It is about silks this time—silks in the better qualities at prices which you will at once recognize as lower than you have been used to paying.



## Chic Riding Habits in Smartest of Linens

Exceptional values in well tailored models for the miss who indulges in the early morning exercises on the bridle path.



## An August Clearance of Good Linoleums

If you need linoleum for the entire floor of your kitchen or simply a short length for a certain spot; a cocoa matting runner for a back hall; or a short length of carpet—then it would be to your advantage to visit our third floor tomorrow, when these prices will be in order.



## A Timely Sale of Splendid Suits

This is a fortunate and timely event for all women. New suits from a special purchase are attractively priced for the August Sale which has its beginning on Saturday.

*Here is a little notice relative to your August clean-up sale, which can be sent to your entire mail list printed on a one-cent Government postal card. In fact, it can be sent to draw particular attention to any event you run during August and the little discount offer at the bottom of the card can be used or dropped out as you see fit.*

**A Date With You**

Here is important news for all women—especially those who are economically inclined. Remember this date, for it is of great importance to you.

(Day and Date Here)

This is the opening date of the August Clean-Up Sale—and we promise you that it will be a sale worthy of your attendance. We are now busy arranging and rearranging stocks and re-pricing and underpricing all kinds of worth-while seasonal, Summer merchandise, and when this sale opens the whole store will be a veritable garden of Values, bulging with the message of Economy.

(Store Name Here)

This card entitles you to a 5 per cent discount on all purchases when presented on the above date.

## Smart New Neckwear for Mid-Summer

There is always something new each time you come here for neckwear. Something just a bit different, out of the ordinary, crisp, fresh and pretty. Note these when you are shopping tomorrow.



## Here's Another Economy Column

A shopper's guide to a few of the specially priced things which go on sale during the August Economy Event arranged for this Friday.



## Exclusive Costume Suits of Very Beautiful Silks

Distinctive suits expertly tailored and specially priced, splendid for women's afternoon, street or sports wear during the warm months of August and September.



## We Are Clearing Away All Summer Millinery

Which means that in this gigantic collection of hats is most any style, shape, color, material and trimming you can think of. Hats for women, misses, school girls and children. Each beautifully trimmed and neatly lined ready to put on and wear—and at these prices.



## A Box Sale of Men's Shirts

And these are offered at a price that will set the whole town talking—sold only in boxes of three at this special price, although you may select which three go into the box.



## Some Fine Blouses for Larger Women

A sale of most pleasing and charming styles in blouses, each one carefully fashioned for so-called "stouts"—and priced reasonably, as you can see.

## A Final Clean-Up of Sporting Goods

Here are various assortments for your enjoyment of outdoor sports—and they are now offered at the following clearance prices. Here are a few suggestions as to what you may expect.



## Delightful New Millinery Modes

A glimpse of fall is given us in the advanced models shown in the Millinery Salons on the third floor by the newest arrivals of early season hats, and we cordially invite you to see them.



## Another Sale of Women's Dresses

Lovely new fashions—fresh from the workshops—shown tomorrow for the first time and priced very moderately as you will notice.



## An August Sale of Summer Furs

Each pretty little style of neck piece now priced so very moderately that you needn't feel it a bit extravagant to wear one the rest of the season.



## And Now a Few Tuxedo Sweaters

A happy sale of sweaters and slip-ons for the woman and miss who indulges in various outdoor sports of the Summer season. Note these exceptionally low prices.



## Are Your Girls at Summer School?

Here are some dresses so excellent in quality and low in price that Mothers will want to send one or two just to know that daughters are well provided in dresses with which to finish the summer term out.



*Editorials such as these are presented not because we expect you to use them exactly as they are typed here but in order to give you an idea of the kind of thoughts that ought to go into your store editorials.*

### Courtesy First

The "sale" idea is secondary with us. Your interests are the first consideration—and courtesy we deem to be most essential if we are to make you feel free to come into our store often without that thought of being obliged to buy each time you come.

And when you do decide to make a purchase, that transaction must be carried on and completed to your entire satisfaction at all costs.

We have merchandise of unquestioned quality that will prove its goodness through long wear and use. Our salespeople are selected and trained to give you the best attention possible at all times. And our prices are cautiously watched to keep them in conformity with lowest market replacement costs.

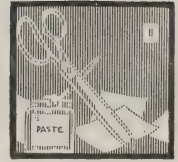
But above all, we strive to make this a pleasant place to trade by carefully nursing our pet policy of "Courtesy First," which we invite you to partake of to the fullest extent.





# Advertising Ideas

AND SALES PLANS FOR SEPTEMBER



## Sometimes It Takes a Thought to Start a Thought —Here Are Some Practical Starters

### Wire the Sad News

"Your straw hat is dead." This telegram was sent to fifty local business men by the Spines Company of Wichita, Kan., and they made such a hit with the recipients that the newspapers were given the story and it created more timely publicity for the store than could have been gotten in any other way. Some of the men immediately went to Spines' to get their new Fall hat, while others sent answers as follows: "I'm rushing undertaker to your store immediately." "Weather prevents my attending funeral, postpone it until tomorrow." The sales of Fall hats were gratifying in number and the unusual idea of the telegram certainly created an increased business. Anything's worth trying once—and Fall will soon be here.

\* \* \* \*

### University Tested

With all the talk and publicity given over these days to "pure food," "proper dress," sanitary living and what not, many forms of testing laboratories have sprung into existence to prove to the buying public that this and that article is good to eat, drink, wear or gargle. And now the department store has entered the game. By special arrangement with the University of Washington, customers of the Bon Marché of Seattle are protected on the goods they buy from that store. It is announced that all goods are tested by the home economics department of the University and sold with the guarantee of the Bon Marché. It is tested for such qualities as dye, wrinkling and perspiration. We wonder whether the store would like to tell us how profitably this idea is working out in the matter of increased sales in their dress goods department.

\* \* \* \*

### Self-Service Department Store

H. K. Eastham, who runs what is "officially" known as the Miniature Department Store of New Orleans, La., has instituted a new idea in department store service which he calls department—"storateria." Very few clerks are employed, the stock being so arranged as to be within easy reach of customers, and except in such cases as where piece goods, etc., are wanted, the cus-

tomers have only to pick up the desired article and pay for it as she passes out. If it wasn't for the habit some few people have of "picking up" things and nonchalantly walking out, this "storateria" idea of self-service might be worth investigating. At any rate, with all the self-service ideas that are being tried these days, this one deserves a little thought.

\* \* \* \*

### Guiding Your Ads

It can be done and easily, too. It's done in London, so why not by you? Selfridge & Co., Ltd., of London, England, keeps in touch with the weather bureau so as to obviate showing and advertising light Summer weight sports apparel when it is raining and chilly at which times they don't believe their prospective customers are particularly interested in such merchandise. Selfridge & Co. has a contract whereby it is notified of weather conditions twelve hours in advance and by this means it is able to score off a competing firm, which has a page spread advertisement picturing sheer attire on a chilly, wet day, whereas their ad stresses such timely merchandise as raincoats, gloves, umbrellas and other weather-proof articles. And you can get a twelve hour advance weather service two ways—from the nearest telegraph office and over the radio broadcasted programs.

\* \* \* \*

### Radio Interest

The Famous-Barr Company of St. Louis certainly stirred up an unusual amount of keen interest in radio through their contest which was open for amateurs only. According to the terms of the contest, entrants were required to assemble, without assistance, the various parts of a Crystal, Audion or Transmitting Radio Set. All completed outfits were to be submitted on a certain day and to be displayed on public exhibition for two weeks. Awards were made in three classes. Boys under 14, boys under 18 and the third class open to amateurs of all ages. Three experts were retained to act as judges. From the appearance of the crowds that attended the exhibition every day, and from the finished appearance of the sets entered, all St. Louis joined into the spirit of the thing. And in passing let us say that radio business jumped materially.

### Store Door Advertising

The L. Froug Department Store of Pine Bluffs, Ark., has placed small bulletin boards just outside the store entrances on which the daily ads are clipped from the newspapers and posted. As pedestrians pass or enter the store, they invariably stop to glance over these bulletin boards. Try it!

\* \* \* \*

### Scenic Fairy Tales

Here are some Baby Week stunts that have been found highly successful. All children and their parents were invited, through extensive newspaper advertising, to attend a scenic fairy tale of "The Old Lady Who Lived in a Shoe." A great shoe was erected in the infants' department to serve as the "old lady's" home, and from this abode the venerable old character told fairy stories to the great delight of the small guests.

Another stunt featured by this infants' department was the distribution of free photographs among the children. With every \$1 purchase made in the infants' department, the mother was given a coupon. When presented to a photographer, with whom arrangements had been made, each coupon was honored by a 5 x 7 photo of the child whose name appeared on the coupon. These photographs were exhibited at intervals in the store's windows and attracted a good deal of attention.

\* \* \* \*

### Strolling Mannequin

Quite out of the ordinary is a store mannequin in the L. S. Ayers Co. of Indianapolis, who saunters her way through the building doing just what she loves best to do—wear pretty clothes and all their dainty accessories. One hour she flames in a velvet evening wrap with its smart chinchilla collar and tasselled chinchilla evening toque. Then she is seen on the street floor balcony charming weary customers in a dainty orchid evening gown. She loves to do it—and everybody loves to have her, for not only is she an attraction to customers, but the girls in the store feel a breeze of "pep" at the very sight of her. Here, then, is a new way, and a very simple one, to run a "one girl" fashion show that is inexpensive and attractively interesting.





# Can You Reflect Autumn in Your Advertisements?



These nine specimens are good examples of various worthwhile ways to deliver an interesting message about new fall stocks—all, except the headlines!

There is no better way to estimate the interest-creating powers of a single advertisement than to read and analyze the main headline. Read the nine headlines in order of position on the page layout.

Are they interesting or not? As the most important part of an important announcement at the beginning of an important season, it would seem that they are not particularly stimulating to the minds and interests of their respective clientele.

The advertisements are away above the average in arrangement, type display, text matter and merchandising. Two or three are as good as any in the country. One is so good it could hardly be improved.

But the headlines! There isn't an idea in one, unless it is the subcaption; there isn't a new viewpoint nor the least sign of originality in conception of what Fall means to customers so far as new goods go!

What people are interested in the Fall is nothing new

to either stores or customers but the way this interest takes hold of people in the Fall is new if the adman wants to make it so in his opening caption. But it seems none of the men who wrote these had it in mind when they planned the part of the advertisement which leads an interested customer to read the detail in the sections of the announcement.

People, women especially, think of Autumn as the time when each new item of outer apparel should express a new point of view. Generalities, such as style show, exhibition, opening, etc., do not express that thought.

Why not select an idea right out of a woman's mind and use it for the basis of a caption? "After I Have Done My Fall Shopping I'll Have a Wardrobe Which Fits My Tastes and Personality. I Wonder Which Store Is Best Supplied With What I Need."

That is what she thinks. Could it not be made into nine interesting captions for such wonderful advertisements as these? They are really remarkably good advertisements—worth copying from just beneath the captions downward.

**FRASER PATTERSON CO.**  
*Autumn Exposition*

ALL SEATTLE DOES 5712 SHOPPING

DISCOUNT 15% (M.F.S.) (Maximum Discount 25%) English Stockings 25¢ (P.P.)

Seasonal Bonnets \$1.00  
 Black Suits \$10.00

**How to Dress Well On a Limited Income**

Free Fun, Saily and Quiddley

**M. Rich & Bros. Company**

**HAUT-COUTURE Co.**

*JUMPING THE FALL FASHIONS*

SPANISH  
 CROCHET  
 THE HAZARD  
 THE PACE

**The White House Dedicates To Labor The FALL FASHION EXPOSITION**

An Offering to the People

The Fashion Queen

In the Making

For the Fall

For the Winter

For the Spring

For the Summer

**Wm. Taylor Son & Co.**

Come With Us, Meet Fall Fashion At Her Best In *Six Styles*

**BRADFORD-HUSCH CO.**

A Phenomenal Special Purchase Results in a Sale of 400 Wonderful, New **Distinctive Fall Hats**

10

**Individual Dresses**

**MILLINERY MODES**

**Lovely Negliges**

**Full Suite of Destination**

**New Coques**

**Fascinating New Blouses**

**Gladding's**

**The Retailer Company**

**Fall Fashion Exposition**  
 Thursday-September 9th

"COMPLETE ALIGNMENT of the latest and most fashionable styles and fashions"

OLD TIMES are heralded in every exhibit. Old time styles and new patterns are presented in a way that gives the customer a new idea of what fashion beauty is.

All Sioux City is cordially invited

**Pogue's**

**Formal Fall Opening**

Monday-September 20th  
 Wednesday-September 21st

**THE H. & S. POGUE CO.**







# Here Are Three Advertisements Which Have All the Marks of Careful Planning and Intelligent Merchandising—They Are the Work of a Young Woman

By Guy Hubbard

Flint and Kent advertisements, until recently, have had no illustrations in them. This is mentioned because the same adwoman wrote the "no-cuts" advertising and the "with-cuts," of which these three are examples.

This department has had opportunities to study both types of work and to estimate the relative values of each kind.

While the advertisements formerly used were well merchandised and well written, they lacked one element of pulling power which the illustrated advertisements have: A special invitation to read.

This is more important than one would think. Women especially are attracted by well executed illustrations, especially when they actually depict a style idea, pattern, design or some element of workmanship or quality in an article of wearing apparel. Even the plainly decorative illustration increases the reading-value of an advertisement and when both kinds are tastefully blended, the value is magnified several times.

Probably there is no way to exactly measure the relative merits of advertisements with and without illustrations, no accurate money value measure, at least. But there is always the certainty that good cuts will do no harm, even if they do take up a little space which might be occupied by an extra item or two of merchandise. Most retail advertisements have too many items in them anyway and that puts an extra merit to the credit of the illustrated advertisement.

and general comfort of the items described. And always in terms of the customer's own ideas. In other words, the adwriter has tried to reflect women's ideas rather than the store's ideas of why the items are desirable.

Would it not have been better to have used the word "buying" instead of "selling" in the headline? The customer does not have the store's viewpoint. She has her own, which is buying, although she may realize unconsciously that the store's object in advertising is to sell. This is not a criticism but a suggestion. Headlines are important and sometimes little things have a far reaching influence.

"Requisites for Summer Days" is the headline of the best of the three advertisements presented here, although not the best managed as to type display and layout.

This advertisement theoretically should have sold more goods to one customer than either of the others. This because it specializes on goods which supply needs of the same general kind—sports and traveling goods. It is quite possible that one customer might need something out of each section of this advertisement and buy it because of the association of needs.

### Businesslike and Interesting

The advertisement in which Baby Week is the feature looks at once businesslike and interesting. In the infants' section there is an array of merchandise difficult for mothers to resist and it is presented in a practical, sensible manner, including the introductory directly beneath the illustration. A single division of a store's stocks presented as this one, always results in sales in other departments of the store. No doubt this was the case when this advertisement appeared.

The other departments represented fit in well with the feature both in subject matter and treatment.

There are just about enough text, items and illustration in this advertisement and it suggests care, judgment and skill on the part of the advertising woman as well as close co-operation on the part of department managers.

These three advertisements would be classified as departmentized rather than specialized in treatment. It is possible that a store which can get business through this kind of advertising could do well with advertisements of a more specialized treatment; that is, smaller space run more frequently and featuring only one or two kinds of items. This suggestion is offered for what it is worth and is actuated by the knowledge that specialized advertisements, if well written and run frequently, have a direct influence on turnover and volume, especially just at present.

Miss Sophie Alexander is the author of these advertisements and while she is comparatively new at the work, there is little or no evidence of the novice in what she turns out. Many seasoned admen would do well to study her work and method.

**Flint & Kent**  
Lingerie Priced Specially for June Selling

800 Hand-made Blouses from Paris and the Philippines—Unusually Priced

Washable Silk Sports Dress—\$22.50

Black Jersey Cape—\$12.50

Men's and Misses' Tab Dress—\$7.45

Requisites for Approaching Summer Days

Washable Silk Sports Dress—\$22.50

Black Jersey Cape—\$12.50

Men's and Misses' Tab Dress—\$7.45

**Flint & Kent**

Washable Silk Sports Dress—\$22.50

Black Jersey Cape—\$12.50

Men's and Misses' Tab Dress—\$7.45

Requisites for Approaching Summer Days

Washable Silk Sports Dress—\$22.50

Black Jersey Cape—\$12.50

Men's and Misses' Tab Dress—\$7.45

**Flint & Kent**

*Baby Week*

New Camel's Hair Coats—\$45.00

Men's Dresses are Smart and Comfortable

Girls' Sports Jackets—\$5.95 to \$9.95

Washable Silk Sports Dress—\$22.50

Black Jersey Cape—\$12.50

Men's and Misses' Tab Dress—\$7.45

Requisites for Approaching Summer Days

Washable Silk Sports Dress—\$22.50

Black Jersey Cape—\$12.50

Men's and Misses' Tab Dress—\$7.45

Study these advertisements and compare them with some of your own as outlined here.





# A Variety of Seasonable Bait That Ought to Make Pretty Good Fishin'



By Arthur Sinsheimer

### Dressy New Blouses That You Will Like

Charming styles that reflect the newest modes in Fall blouses to wear with tailored suits. Just the sort of blouses that you have always admired but never acquired because you thought them too high priced. This is a special offering.

### Misses Fall Frocks All Moderately Priced

Delightfully youthful frocks of crepe-de-chine that are fashioned entirely as Paris would have them. They are all embroidered or figured crepe-de-chine and in every desirable shade of the new season. Sizes 14 to 20 years.

### A Remarkable Sale of Tailored Blouses

Blouses that are designed for sports and street wear—admirably tailored and distinguished by their careful workmanship. There are sheer batistes, firmly woven pongees and dainty dimities—all at remarkably low prices for tomorrow.

### A Little Clearance of Men's Oxfords

These were made to sell for much higher prices but broken lines created this clearance. What's left are in good leathers, good lasts, and good styles; some with rubber heels and soles. The best choice to early birds, of course.

#### Editorial

### A Safe Place to Buy

"Looks" often deceive and it is only by getting right down under the surface of things that the worth of an article can be accurately measured up. And that is why the meaning of the words "high priced" is often misconstrued.

This store never was and never will be a so-called "high priced place to buy." It sells goods at a modest advance over the actual cost. It sells tried and tested quality. What it does not sell is its good name for giving the customer full value received for every dollar spent!

Quality for quality and price for price, the selling figures here stand for the uplift of public confidence and maintenance of permanent trade.

We would rather lose a customer than lose our self-respect through "cheap" prices for "cheap" goods.

#### Card Wordings

### Feature Some of These

There's the charm of newness in our Fall Displays. For Style-Loving Enjoyment Seekers—Sport Coats. These Suits Are Guarantees of Autumn Fashions. Charming, Chic and Perfectly Styled Taffeta Dresses. There's Grace and Comfort in these Skirts. Delightfully Pretty Blouses for the new season. The Supreme Sports Garments—Smocks and Sweaters. Prettier Hats than ever! And priced more moderately. There's the Spirit of Youth in these Hats for Children. Fashionable and Comfortable Dresses for Kiddies. Children's Wash Frocks that Laugh at Hard Tubbing. Udermuslins of Inviting Freshness in Many Styles. Petticoats, Specially Pretty, Specially Priced. A Host of Wash Skirts Reduced in Price. How Little These Beautiful Suits Cost Now! Boys' Wash Suits Underpriced—a Temptation to Mothers. Lovely Waists Bargain Priced for Today Only. Extraordinary Prices on All Late Summer Apparel.

### Clever Little Dresses for Misses and Juniors

Charming and distinctive frocks for girls and misses are shown now in a variety of becoming styles suitable for school wear and for more festive occasions.



### The Smallest Things Are Most Important

Sometimes the smallest things are the most important—so it is with handkerchiefs. These are stylish and in keeping with the vogue—colored fancies for suit and sports wear, white linen with embroidered effects and a few of them are of sports silks. Specially priced.



### Another Announcement by the Men's Store

A sale of men's heavier union suits at an unusually low price for unusually good quality garments—all sizes and styles to choose from.



### Daintily New Philippine Underwear

A special sale at unusually low prices—undergarments that every woman will enjoy wearing with their new Fall costumes because of their exceptionally fine hand-made quality.

### Beautiful Foulard Silks Reasonably Priced

A varied showing of pretty silks in combinations of black and white, navy and white, brown and white and tan and navy. A quality that sells regularly for much higher price than this special figure.

### And Now for the New Fall Neckwear

Hardly ever did a new season bring such wonderfully interesting neckwear. And the best of it is, you'll be delighted with the low cost of any of this neckwear you choose.

### Pongee Bloomer Dresses for the Outdoor Girl

These bloomer dresses are made of fine imported silk pongee of a very superior quality that lends itself so readily to girl fashions of this new season.



### Quite an Assortment of Hand-Made Trimmings

It would seem that the dainty patterns of these embroideries and laces have been patiently wrought by fairy fingers and considering the perfect workmanship and sheer materials, you will consider the prices very moderate.



### Now for the Tiny Tots' Coats

Very pretty little Fall modes present themselves for wee girls of two to six years. And hardly any mother can resist the temptation of purchasing one at such a little price.



### Here's a Snap on Men's Suits

In plain navy serge, tweeds, herringbones and mixtures. Every suit in the lot owes its value to its make, its good tailoring and its smartness of line, and at this price. A snap.

### Examples of Merchandise Descriptions That Can Be Easily Revised and Used in Your Daily Advertising

GEORGETTE CREPE BLOUSES \$4. One of the white Crepes has collar, over-collar and fichu front of palest pink. Another that comes in navy, trimmed with biscuit, flesh with white or white with flesh, is opened back, the front in slip-over effect; collar, cuff and front lining in contrast.

ENVELOPE CHEMISES 50c. Trimmed with lace insertion, or with embroidery edging ribbon run; or attractively lace-trimmed; some with embroidered medallion and lace insertions.

SPLENDID CORSET COVERS 65c. A wide variety of stylish new conceptions, lace and embroidery trimmed, or just embroidery, or lace-trimmed and with lace sleeves.

PRINTED BATISTE 20c. A YARD. Regularly 28c. A finely woven cloth with dainty floral effects in pinks, blues, helios, greens, etc., also in black and white, 30 inches wide.

BOYS' TWO-TROUSER SUITS \$4. Good looking and well made with pleated back, plain front and patch pockets. Fabrics are sturdy chevrons, in dark serviceable colorings. Knickers fully lined. Sizes 8 to 16 years.

SERVICEABLE CLOTH SKIRTS \$3. In stripes or checks with shirred back under a belt and patch pockets. Or of serge, navy or black, with the much desired shirred back and belt and flap-trimmed pockets. All sizes, waist measure 23 to 30.

MISSIE'S TAFFETA DRESSES \$10. Dainty models copying almost exactly those which have been selling at \$18 and \$20. Made of taffeta with the sleeves of Georgette Crepe. In black, navy, gray, tan or blue. Sizes, 14, 16, 18 years.

WOMEN'S SUPERIOR QUALITY GLOVES \$1.50. French Kid Glace Gloves, full pique sewn, two large pearl clasps, rows of silk embroidery, in white or black, self embroidered; black with black and white embroidery; tan with black and self embroidery; white with green or helio embroidery.

LITTLE TOTS' DRESSES 75c. Of pink and white or blue and white striped gingham with belt and trimming of solid color chambray to match; in sizes 2 to 6 years.

WOMEN'S FALL COATS \$17. Of wool poplin, blue, black or tan, with contrasting color stitching at collar, cuffs and footing. Shirred in the back, with a narrow belt ending in tassel, holding in the fullness. All silk-lined throughout.

## Friday Bargain Sale

At Savings You Can't Afford to Miss

But once a week can you get bargains equal to these—here on Friday Morning only! Below is a list of the seasonable, desirable merchandise you can buy at greatly reduced prices. Purchase what you need tomorrow and save money!

## After-Supper Sale

Saturday night your shopping here will be wonderfully profitable for you. Several different exceptional values that will be featured for this After-Supper Sale tomorrow night only. Just the goods you need most are marked with lowest prices.







# Advertising Ideas

AND SALES PLANS FOR OCTOBER



## We're Getting Into Colder Weather—It Will Pay To Warm Up To Some of These

### Hallowe'en Party

It seemed like Wolf & Dessauer attracted every child in Fort Wayne to their Hallowe'en Party, which was held in the big auditorium on the sixth floor of the store. Toys of every description were used as decorations—do you get the big idea with Christmas only a short way off? What an introduction to the toy department. Only those young people were admitted who were accompanied by older folks, and the entertainment was in charge of a principal of one of the local public schools. And it all worked out beautifully for the Toy Department.

\* \* \* \* \*

### Windmill Advertising

The H. M. Horton Company of Canton, Ohio, is making use of an adaptation of the old windmill idea to call its store to the attention of all who pass a junction of two main automobile roads. The sign is mounted on a structural steel tripod which revolves with the wind, displaying each of the eight individual posters—two on each arm of the windmill—in succession. The individual signs are five by ten feet and give the Horton Store 400 square feet of animated advertising space at small cost. Worth thinking about, isn't it?

\* \* \* \* \*

### Unique Monthly Billing

Another little advertising idea that all of us may not be able to use, but those of us who can may find it to be a good creator of interest well worth consideration. The Pueblo Company of Pueblo, Colo., sent out what was apparently a monthly statement to all past customers who failed to patronize the firm during the previous month. But the billhead, instead of showing the sum due the firm, remarked in big letters: "Gosh! your account with us this month is zero." A clever cartoon and a little note at the bottom telling about some exceptionally special merchandise made the whole thing very interesting and drew many of the old customers on a real buying rampage.

\* \* \* \* \*

### Greasing the Works

The D. H. Holmes Company of New Orleans has a good system of oiling the

brains of employees by offering small cash prizes for the best ideas telling of new ways to sell goods in their various departments. This little method creates a new interest among employees—and from this standpoint alone is worth your careful consideration. At least, it wouldn't cost you much to try it.

\* \* \* \* \*

### Boys and Radio

The more you read over this one, the better you'll like this practical idea. When the Partridge Company of Boston, Mass., were ready to start their fall drive on radio goods, they put up a special booth and placed two very bright boys in charge of the radio demonstration, with the result that sales were kept moving at high speed owing to the fact that the "youngster" salesmen were smart enough to realize that, as boys themselves they knew just what points would appeal to other boys, and they stressed these to good advantage. Boys like to talk it over with other boys—they speak a sort of "brotherly language" when it comes to merchandise, especially when it comes to building radio sets.

\* \* \* \* \*

### Identifying Salespeople

An idea used by the Kaufman & Baer Store of Pittsburgh, Pa., in their furniture department might be adopted to advantage in other departments of other stores. "Lookers" often return with a determination to buy, and they prefer to be waited on by the salesperson who showed them the merchandise on their previous visit to the department, but almost invariably had forgotten to ask their names. So—post a bulletin board at each department with small photographs of the salespeople in that department with their names directly under them. Just think about this for a minute and see if you can't imagine the wonderful personal contact between salesforce and customer this idea might develop into.

\* \* \* \* \*

### Free Suits

To attract children's trade, one prominent store published a very difficult problem in arithmetic and offered suits of clothes to the boys turning in the first three correct answers, and for all other correct answers a \$1 merchandise certifi-

cate. A public presentation of the prizes was made on a Saturday morning but the names of the winners were not published in advance. Consequently, almost all of the youngsters in the city, it seemed, came to find out if they were the winners—and they brought their mothers along with them. This is just another way of creating enough interest to get the customer into the store.

\* \* \* \* \*

### "On the Square"

"To sustain daily interest in our store," says a retailer, "we conduct 'on the square' sales each day. A large 'Bargain Square' on the first floor is used for the purpose, and the slogan, 'On the Square,' identifies each advertisement. Experienced and alert salespeople have been chosen for the square and each day a different item is offered. Small advertisements, uniform in size (three columns, six inches) are used each day, and the response has been remarkable. Everything from doll wigs to women's coats has been sold 'on the square'—try it.

\* \* \* \* \*

### Clearing White Elephants

Disposing of the season's odds and ends is a rapid and profitable business at the Wade, Lietz & Grometer store, Aurora, Ill.

Every year this firm stages a great Red Tag Sale. The town is placarded with ads, the newspaper allowance is doubled, and red tags are hung on every doorknob. Then begins the great knockdown.

The original white tag is left on all goods to show the former value and beside it is a red tag giving a price so tempting that none can resist.

After the sale has run for a certain length of time so that practically everything is disposed of except undesirables, they stage a White Elephant Sale.

"White elephants" in a store are costly because of the shelf room they consume, and this firm has found it more profitable to let the things go for next to nothing than to carry them over from year to year. This is only one variation of a regular mark-down sale which helps to move "lingering" merchandise but the idea will probably suggest many other ways of staging sales under different names but bringing the same clearance results.



# This Is Written as a Suggestion to Whoever Has Charge of Salesmanship and Salespeople in Any Store



Early Fall, of All Seasons, Is the Time When Daily Advertising and Individual Selling Effort Should Dovetail in Every Department

Every store manager knows the value of good salesmanship as the fall season opens up. He also knows the value of good advertising. New season business depends for its start on the interest the public has for new goods and service in keeping with the new goods.

Selling depends on individual members of the store salesforce. It is individual because customers are individual. While a \$50 sale is being made at one end of a counter a 50 cent sale may be lost or poorly carried out at the other end. But between these extremes is the happy medium—making the best of every sale from 10 cents to any amount upward.

Store advertisements have their influence on every sale made in early fall. This influence is easy to divide into facts so it may be recognized in relation to the goods and the department where it is carried.

Salespeople are invited to look at the four advertisements on this page. Each represents a sensible principle on which to build good salesmanship and while they are a year old, and apparel styles have changed somewhat, the idea and selling value of the ads remain true to form.

These advertisements are typical of the kind that should be planned in the schedule of every average store during this season of the year. There is no moral. Just this suggestion: Advertisements are the place where customers' wants and the goods to supply them meet. A fine place from which to draw salesmanship lessons.

Waites.—A fall announcement of new styles: Sell the items mentioned just as if the customer had read the ad in your presence, right in the midst of the new apparel. Why? Because customers get just one kind of an idea out of a fall announcement: New goods and new styles. That is what the customer has in mind when she asks you to serve her. This ad ran on Sept. 23.

Rudge & Guenzel Co.—Early fall clearance. When a customer is brought in by this kind of an advertisement she is after what is left of summer needs and is interested in early fall needs.

Try to show her what she wants and do it as well as the ad did it. She knows new goods will soon appear and her purchases will be made accordingly. This ad ran on Sept. 1.

Hales.—A middle of the month offering of

seasonable items. Two seasons meet in this ad. It is dated Sept. 17, and has new goods as well as clearance items. It requires the same kind of selling as the other ad only a little more of it.

The Home Store.—A new season advertisement featuring dress goods and accessories. Customers come into stores with definite ideas of what they want after reading an ad like this. It is a type very commonly used in the middle of the fall season. It is dated Sept. 11.

**Waites Illustrated Store News!**

Waits' Men and Children's Clothing Shows One Complete Store in One Picture. Complete Men and Children's Clothing Shows One Complete Store in One Picture. Daily Business Hours—Open at 8:30—Close at 6:00.

**"Style-News" from Waites**

Men's Wear, 24 Pages. Children's Wear, 24 Pages. Total, 48 Pages. 100 Illustrations.

**Men's Wear**

**Men's Coats**

**Men's Suits**

**Men's Dresses**

**Men's Millinery**

**Hats**

**The Home Store**

**Autumn's Beautiful Colorings Are Appearing All Over The Store!**

**Autumn Trimmings**  
With All the Colorful Irresistible of the Peacock

**HART HATS**

**Resplendent Riches**  
Suggest Costume Richness

**Woolen Fabrics**

**French Kid Gloves**

**SPORT HOSE**

**1,000 Yards of DRESS GINGHAM**

**Charming New NECKWEAR**

**EXTRA**

**COSTUME**

**SHERTING**

**Rudge & Guenzel Co.**

**Ridance! FINAL Disposal!**

**Hats**

**Friday Remnant Day**

**1/2 to 1/2 off**

**Last-o-the-Summer Sale of Women's and Children's Silk and Cotton Dresses**

**Children's School Dresses**

**SKIRTS**

**75c DRESSES**

**Excellent Values in a Special Sale of Children's Stockings**

**Save in September—The Surest Way is to Buy Here**

**Hales**

**'Stylish Stout' Corsets for Full Figures**

**An Astonishing Sale of Lamps and Shades**

**Particulars of Goods**

**Flannelettes for Winter Wear**

**In the Department Store**

**Onyx Hosiery Samples**

The only way it will be possible to see your own ads on this page is to let us have them — we're ready for them whenever you have the time and ambition to send them.







# Distinctive!—All the Way Through From the Main Idea to Its Final Expression These Advertisements Are Technically Perfect

By Guy Hubbard

There may be a question as to how powerful "distinctiveness" is as a factor in selling goods. But there is no question that it is powerful. Also there is no question that its power is easily measured in its relation to other devices of the advertising man—odds for example, or pronounced display, novelty of arrangement or of illustration. It is more powerful than these and their more common counterparts, freak prices, overstretched statements of quality and value, boasting and invidious comparisons.

Distinctiveness, moreover, may be applied equally to every phase of an advertisement—pictures, ideas, copy, illustrations and arrangement. This is true of none of the other devices. They must be applied to one phase, thus usually throwing the others out of proportion. This point is of itself sufficient to recommend distinctiveness in the treatment of an advertisement, especially one which features quality merchandise in style and fashion departments. There are other recommendations:

Distinctiveness enables the store to make its appeal at less outlay of space and money for space—two different but closely related expenses that should be kept in mind. The reason for this is simple but not so fully understood in many quarters as it might be. A single advertisement, or a series of them, with a decided touch of distinction will be read by more people of a class, more classes and with more interest in the mere reading than an advertisement with no mark of distinctiveness.

### What Gives Distinction?

There are not more than twenty stores in the United States whose advertising is consistently distinctive. So it may be of interest to all but the twenty to know what a distinctive advertisement is like and what makes it that way.

As good examples of true distinctiveness four of a series from the Ernst Kern Company of Detroit are reproduced here. They ran recently in the Detroit newspapers and the advertising man who produced them is Mr. A. C. Silverman.

What is the first element of distinction in a retail advertisement? A likeness of treatment but not a sameness. Expressed in terms of these four advertisements, the quality of likeness is the same, easily identifiable in all four, but the execution is different—enough different to allow each advertisement a share of distinction but a difference of expression. This is brought about in part by the difference in illustrative treatment and type display and by a difference in subject matter and general theme.

For example, at first glance, the top illustrations in all four advertisements look like the same figures and costumes. All four are very different in the style of costume shown but the pictures were executed in the same technic. Notice them closely and you will see.

Again, the themes of each advertisement are the same—smart clothes for smart women—but the subject matter used to illustrate the theme is different in each. The main captions indicate this: "Just about Kern's Smart Apparel

for Smart Women." "Consider the Flapper," "Reflections in Fashion's Mirror." "One needs but to see to be an enthusiastic admirer of Kern's luxurious fur trimmed modes in Coats and Suits." are the captions in the order in which the advertisements appeared in the newspaper August 4, 8, 12 and 16, respectively, each four days apart. And, by the way, the scheduling of advertisements is worth a little thought and observation.

Four days apart in the same newspaper is just about the right interval for this kind of advertising. If these appeared in other papers it is likely they ran on alternate days. But it was not necessary to alternate them in order to get results.

Price advertisements and all those whose appeal is more largely on the special sale basis live only one day so far as the special items featured are concerned. Distinctive advertisements continue to draw over periods of two days to three weeks, not only the advertisements but the items advertised.

There are several reasons why this is true but one is enough. Women who read this kind of advertising remember the items it features. They remember them when they see the garments as this or that advertised yesterday or last week. The reason again is simple. It is because the treatment of the advertisement is in keeping with the nature of the goods—distinctive. Or if it is plainer reversed, the advertising is distinctive because the goods are. The latter reflect this excellence in the former.

It is unlikely that the adman went through this process of thought. It was not necessary for him to do so because he is in the habit of thinking in terms of customer's ideas rather than store ideas. Ninety-nine department store advertisements are written from the store to the store or its executives. The other kind is written from the store to the customer.

There are many effectual devices which will put the customer's viewpoint into advertisements and distinctiveness is one of them. Many distinctive advertisements reach this department each month but none has reached it which are better, for the purpose, than these four of the Ernst Kern Company. It is quite possible there are many just as good which have not come to our notice. On the other hand, there are none too many considering the cost of retail advertising against returns from advertising.

Other advertisements in the series were equally excellent in treatment and equally distinctive. It would be interesting to know the general effect of this campaign on sales. There is no doubt of its effect on the prestige of the store and the ready-to-wear department.

More stores today need distinction than have it; more need to understand the value of complete ideas clothed in appropriate phraseology. That is why this page is open to and devoted to the best as it comes along.

This type of advertising would not build volume for a basement section but the method employed would. Every item of good merchandise is worth a good advertisement to herald its merits.

One needs but to see to be an enthusiastic admirer of Kern's

## Luxurious Coats and Wraps

—The Authentic Modes

ERNST KERN COMPANY

### —consider the "flapper"

"Delicately Tamed..."

- ...her Fall coat
- ...her new chapeaux
- ...her Fall footwear
- ...her new tailleur
- ...her new Fall frock
- ...her Fall sweater
- ...her new gloves
- ...her new Fall blouse

ERNST KERN COMPANY

—Just about Kern's Smart Apparel For Smart Women

New Sports Coats—

ERNST KERN COMPANY

## Reflections in Fashion's Mirror

As Seen at Kern's

### Modes d'Automne

Revolutions of Beauty

ERNST KERN COMPANY



# When Huntin' Around for Big Game You Might Take a Few Shots With This Ammunition



By Arthur Sinsheimer

## Women's Autumn Suits At a Reasonable Price

The woman in quest of a strictly fashionable and serviceable suit will find many to choose from within her price limits at these reasonable pricings.



## Smart New Millinery That Is Attractive

A wonderful opportunity to buy a beautiful high class hat at a price which is awfully low for new season style.



## On the Sales Tables For Tomorrow Only

A clearance of odds and ends of stamped articles, including center-pieces, lunch sets, pajamas, doilies, towels, pillows, scarfs, etc. All at special prices.



## 321 Wraps and Coats At a Special Price

Supreme in beauty and style, fashioned of fabrics luxuriously soft and rich — garments of a smartness that will suit the most captious taste.



## A Dozen Specials For Monday Morning

Carefully selected from our regular stocks and reduced in price for one day's selling. In every instance the Monday price is below the new price level.



## The New Frocks For the Fall Season

Paris aptly demonstrates her creative supremacy through the new ideas which she has sent over for the woman of fashion this fall. Come and see these new dresses and frocks—at interesting prices, too.

## After Supper Sale

Some store friend asked us the other day if we weren't tired of running these special Saturday night sales—of selling goods on such small margins of profit—sometimes at no profit.

We answered "No"—decidedly no!—we consider it the best store policy we ever inaugurated—it brings hundreds of shrewd, thrifty, prudent people in—teaches them the economies of this store—the dependableness of its merchandise.

Tired of them? No. And we have been as untiring in preparing this week's bargain lists as when the first After Supper Sale was started.

(List Items and Prices Here.)

## Some New Season All Wool Sweaters

If it weren't for a special cash purchase, it would be impossible to offer you such sweaters as these for anywhere near the price we have marked them.



## Women's Silk and Cloth Capes, Wraps and Coats

Direct copies of costly imported models of Parisian origin. This is a collection of style garments that every woman should examine for a knowledge of what will be in favor this season.

## Good Looking Shoes For Men and Boys

Bench-made shoes of world-wide reputation for quality, dependability, style and comfort. Shoes of a sort that are seldom offered at such moderate prices.



## Better See Some Of These Petticoats

Just ordinary petticoats would not do at all to wear with your new gowns—so here you have some really fine models to select from. And priced very little different from the ordinary.

*Here is one of those letters to send customers who have not bought goods recently. Read it over carefully and then revise it to meet your local needs.*

Dear Madam:

Our records show that on (date here) we sold you a suit for (price here). We would like to know if it was satisfactory—if it met with your ideas of fit and style and if it gave you the service you had reason to expect for the price paid.

We are now ready to sell you your Fall apparel and we most cordially invite you to come and see the many lovely styles we are showing. There are several coats and suits here that we believe will particularly appeal to you because of their graceful style and charming becomingness. We have just the size for you and can give you a faultless fitting.

The showing of apparel we now present is one of the broadest, most comprehensive we have ever offered. It is a complete review of the season's new fashions which we are sure will prove exceptionally interesting to you. We hope you will come to see it soon.

Assuring you of our appreciation of your patronage, which we trust will be continued, we are,

Very truly yours,

(Signature Here).

## New Bungalow Aprons At Moderate Cost

An attractive assortment of bungalow aprons of various styles that will protect your better garments and look mighty smart while working around the home.



## Infants' Pretty Slips and Dainty Dresses

Here's a wonderful variety that does not limit any mother of moderate means to a few ordinary styles. And the values are better than you would find even after tiresome searching elsewhere.



## Mighty Fine Rugs At Lowered Prices

Our semi-annual sale of rugs offers you untold opportunities for refurbishing your home for winter. A wide variety at small prices to choose from.



## A First Presentation of New Suit Styles

Here they are—the new suits for early Autumn which you have been eagerly waiting for. They are just the models you'll like, too. Fur trimmed, embroidered or tailored, straight lines or rippled—there are suits here to appeal to every taste—and moderately priced.

## An Eventful Hosiery Sale

This great semi-annual event calls out old friends and brings out many new ones to share in these great hosiery savings. With prices so low, it is the essence of good judgment and economy to stock up for months to come.



## Formosa Pongee Lowly Priced

About a thousand yards of this beautiful quality Formosa Pongee are on sale tomorrow. A soft and lustrous quality, suitable for dresses, blouses, smocks, handkerchiefs and men's shirts. Even this vast quantity we expect to go in a short time.



## Some Underwear Specials For Women and Misses

With wintry days but several weeks off, we suggest to every woman that she make her season's selection of knit and muslin underwear during this "lower prices" event.



## Children's Bloomer Frocks of Figured Organdies

Delightful for "dress-up" time —yet equally practical to play in—are these becoming little frocks that will serve on many varied occasions. And note these prices.

## New Plaid Skirts for School Girls

Just the sort of handsome skirts that girls will want and need for the coming school year. Plaids in brown, navy, black and tan—all at these little prices.



## Brassieres and Bandeaux Special for Friday

Numerous models from which to choose will give you just the assortment you want, but the wise shopper will come early while the assortments are still complete. Excellent values, all of them.



## Silver Buckle Belts Moderately Priced

The buckles are splendidly wrought with gold inlaid designs and the belts are of the sturdiest leather we have ever offered at this low price. Couldn't you use one at this small cost?



## Splendid Blankets and Other Bed Coverings

At prices like these, women can lessen cost of supplying the extra blankets and comforters that will be needed when the cold nights set in very shortly now.



## Men's Handkerchiefs Of Pure Linen

A box of six soft laundered, full sized with narrow hems and initial. At this price why wouldn't it be a personal economy to lay in a good supply?



## These Jersey Coats Are Specially Priced

New Fall model jersey sports coats in all the popular colors. Made of the heavy quality jersey that, compared with the quality and workmanship of ordinary jersey coats, would make them sell for a great deal more than this price.

## After Supper Sale

How big is a dollar? Depends on how many you have it or not—how soon you mean to let go of it—and what you intend to do with it. Dollars are biggest during our After Supper Sales—because they go the farthest and buy the most. See them grow tonight—from 7 to 10 P.M.

Such values—such prices—such chances to save money you have never known—because for three hours every Saturday night we forget about profits. It's our way of winding up the week—it serves the double purpose of a cleanup for us and a benefit for our patrons. (List Items and Prices Here.)

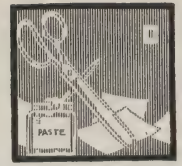






# Advertising Ideas

AND SALES PLANS FOR NOVEMBER



## Lots of Times We've Been Thankful for Ideas Not Nearly so Useful as These

### Baking Contest

A recent idea tried out by The Denecke Company of Cedar Rapids, Iowa, attracted a great deal of interest through a baking contest which was run for the domestic science departments of the Cedar Rapids schools. Denecke's offered prizes for the best food baked by pupils of all ages as long as each contestant was attending school. Capable Judges were secured and a prominent space on the main floor of the store was set aside for exhibit of all entries. The competition was advertised for nearly a month. At the close of the contest, the goods which had been offered last and were therefore fresh, were auctioned off and the money so obtained was turned over to the school board. To say that the Baking Contest went over big is putting it mildly, for the entire family was interested in "Gertie's" pies and cakes—and the number of school children that entered the contest made a great many new family friends for Denecke's.

\* \* \* \*

### Boys' Handicraft Contest

Continuing the good work of making new friends is always in order, and how better can it be accomplished than by getting the younger folks started to your store for now and the decades coming? And the periodical inauguration of a contest for boys is always in order. Start one in which the young fellows may exhibit models of their own handiwork and give prizes for those models adjudged the best in various classes. Woodworking, clay modeling, bird house building—and last but not least—radio set assembling. These are but a few suggestions which you can add to the other things that come to your own mind. Give prizes in the form of cash orders good for the purchase of merchandise at the store. Advertise the contest well but don't advertise the winners. Invite the public to the store on the day the awards are to be made and watch the whole town turn out to see who won. They're great attention getters—these contests. Think it over a bit and then try one.

\* \* \* \*

### We'll Furnish the Turkey

As we "hit" into the Thanksgiving season, we recall a pretty good idea that

was used by the Kimball Co. of Columbia, S. C., and here it passes on to you for what you think it's worth. "We'll furnish the turkey—you buy the range" was the slogan used for three weeks prior to "the big day." In one of the windows of the store were displayed a number of live turkeys which strolled around in the sawdust, and scattered in the window were also a few stoves and ranges of all varieties. And a big window card announced that the company was giving "your pick of the turkeys" free with each range or stove that was bought. It certainly made a whale of a window display and from what we heard of the sales it attracted, the idea ought to prove enticing to a good many other stores wanting to push the sales of stoves of all sorts.

\* \* \* \*

### Shop Early Essay Contest

Here is a "shop early" campaign conducted by the Retail Merchants' Bureau of Detroit, Mich., which could be easily planned and carried out by any store on its own hook to good advantage from a publicity standpoint. Every public school child up to ten years of age is invited to enter an essay contest, with twenty suitable awards to be given to the children writing the best reasons why Christmas shopping should be done early. The entries are referred to a committee composed of three teachers and two store executives, one of whom is the advertising manager. The best essays being reproduced in the advertisements of the store. You can figure out the great publicity to be gained from such a plan for yourself.

\* \* \* \*

### A Real Turkey Trot

As a well advertised annual event, people for miles around gather before the Oliver Hall Store of Collinsville, Ala., the day before Thanksgiving to witness this unique "turkey trot." A ten foot tower is built on top of the Hall Store building and at a given signal dozens of turkeys are let loose. And not only is "findings keepings" but to the leg of each bird is attached a \$1 order on the Hall Store for the "fixings" that go with the Thanksgiving feast.

Maybe this is not your idea of a new way to attract attention and gather crowds, but you will admit that it makes things lively.

### Kids' Togs Pageant

That a style revue need not be just the usual fashion parade has been successfully proved by the Lasalle & Koch Co., Toledo, Ohio, in the semi-annual children's style revues which it has presented during the last few years. For spring, a miniature White House was used on the stage as a background, and the authentic Harding Blue was introduced in youthful attire by the Harding Blue Kiddies.

For the fall revue the idea of art in children's dress was taken as a theme, and a perfect replica of the Art Museum, Toledo's most beloved and representative building, complete even to its pillars, its broad marble steps and the hospitable lighting of its cornice, greeted the audience of 3000 or more which gathered in Lasalle & Koch's Auditorium Saturday afternoon, Nov. 19, to see the much-heralded revue.

The Libbey collection of dolls, dressed in the costumes of various historical periods, was transported from the Art Museum to the foyer through which the audience passed, for the occasion, and a marble bust of a little boy, well loved in the Museum, surmounted a column above the fountain, round which the tots danced on the runway.

As the curtains parted and displayed the setting, little girls in the daintiest of costumes, representing flowers in the Garden of Art, came forth and pranced down the runway to the most enchanting music; five little fuchsias, a rose, a lily, a forget-me-not, a black-eyed susan and a tulip. Thus, the symbolism of the application of art to children's dress was introduced, furnishing the theme for the display of girlish fashions that was to follow.

There followed a charming pageant of children's togs—coats and hats, frocks of gingham and frocks of silk, party frocks and play frocks, frocks French and frocks American—ending with pajamas and negligees and good-night kisses from the youthful models. Fifty-three children, all from Toledo families, participated, and as each one made at least six changes of costume, more than 300 models were shown during the hour and a half which the parade lasted. Why, the happiness of the kiddies alone made the show a success.





# A November Object Lesson in Practical Advertising Salesmanship



All Stores Try to Interest People in Certain Lines of Goods in November. Study These Ads and Then Watch Your Own

Salesmanship is salesmanship any time of the year. This is plain to everyone from the youngest junior to the most seasoned senior salesperson. Principles of attracting attention, arousing interest, creating desire, closing the sale are the same in one month as another. But three things always affect the use of these principles: (1) The kind of goods, (2) The kind of customer and (3) The season of the year.

Included in No. 3 is the kind of advertising done by the store where you are employed as a salesperson. November is an important month; so are the store advertisements for November, because they feature the store's special values in merchandise for that month. In other words, November selling ought to be linked up with November advertising.

No doubt every salesperson who reads this has been told by several people to read the store ads. Department managers tell their own salespeople what is in stock, what the selling points of each item are and why each value is priced at a certain range. All that is helpful if you, as a department salesperson, grasp it and pay attention to it.

The superintendent tells you certain things, so does the store head if it is a small or medium size store.

Whether or not the adman tells you anything depends on the system of education used in your store. There is no question that he could give you some helpful points if he had the time, for, to a greater extent than anyone else in the store, the adman has to deal with customers—the same ones you have to serve.

There is an advertising-salesmanship lesson in every ad the store publishes. To give you some ideas, four November ads are analyzed here. You may not work in any of these stores but that does not matter because all stores' ads have the same purpose in November. They may not feature the same goods or the same departments each day but all are interested in the kinds of needs customers supply themselves with in November.

### Analysis of Hamburger's, Los Angeles, Cal.

This store featured in its last year's November ads a big Thanksgiving sale. Notice the goods emphasized—linens, China, tableware, cutlery, dining-room furniture, etc.

**The lesson:** People begin to think of goods which are needed for the household as the date for Thanksgiving approaches. Your store has this type of goods, your customers will want them and many other things. Study your store's early November ads as fast as the adman gets them out. It will help you give Thanksgiving customers better service.

The Kaufmann Store, Richmond, Va.

November outer apparel and furnishings are featured. Notice that the holidays are mentioned. This means that the adman knows people begin to think of holiday clothes in November. If they think of them they will buy them at Kaufmann's, your store or any other store.

**The lesson:** If you sell ready-to-wear, furnishings or dress accessories, keep in mind that the approach of Christmas holidays puts new clothes into people's minds in a special way. They think of them as things to wear but with holiday celebrations in mind—dinners, parties, Christmas weddings, church events and so on. You can do better selling if you know what your customers have in mind. Your store ads tell you some things you might otherwise overlook.

The Shepard Stores, Boston, Mass.

This ad was published 34 days before Christmas last year. Notice what is featured. You can tell by the section headings; a great many items of personal and household use and a section of gifts. Just think of the way these sections will interest people in getting their needs supplied early.

**The lesson:** As the holidays approach, people, especially women, begin to think of things the members of a family need, also—of items needed for the house. They come into your store, if it carries personal and household goods, with the same needs which take them into the Shepard store, or any other store.

Read your ads and be ready to serve holiday needs.

Bamberger's, Newark, N. J.

Although this ad was published Nov. 20, 1921, it is, as you can see, a distinctly Christmas ad. Notice what is featured. Many items which are both decorative and useful in nature, the best kind of November items. Your own store supplies the same kind of needs, even though it may be a much smaller store, hundreds of miles from Newark.

**The lesson:** Certain kinds of items are more interesting than others the earlier part of November. This ad offers some excellent examples. People in your town have the same interest in these items and similar ones that people have in Newark, N. J. Get a line on how many of these items are in the department where you work as a salesperson.

Store Ads Educate

All of us want to be better salespeople and sell more goods and give better service. Knowledge helps us improve. Store ads are full of the best kind of salesmanship knowledge because they feature the season, its best items and the needs of all kinds of customers.

### The Whole Store Thrills to the Holiday Spirit

Per S.E. "Novian" Irish Linens  
Blankets 5.00  
Woolens  
All-Wool Coatings  
Wash Dress Goods  
FLANNELS!  
Christmas Cresonates  
New Shipment of Rag Rugs!  
The Christmas in a House

### Hamburger's Linens

15,000.00 Worth of Fine and Elaborate Fancy Linens to Please

Beautiful 10-Piece William and Mary Dining Suites 234.45

Breakfast Suits Also Especially Featured

China

### THE KAUFMANN STORE

Fashionable Apparel for the Holidays

On with the Dance

Beautiful Silk Blouses

Chic Jersey Frocks for the Junior Miss

Shepper Satin Hats

Novelty Scarfs of Wool

### Bamberger's - The Christmas Store

Now

Hats

Shirts

Blouses

Skirts

Coats

Trunks

Shoes

Accessories

Gifts

L. BAMBERGER & CO





# How Can a Store Be Departmentized In Advertising?

Careful Examination of These Five Ads Answers a Timely Question—Notice What Is Featured in Each of the Five

By Guy Hubbard

Is there a practical way of telling the public what is in stock without spending too much advertising money? This is one of the oldest and most frequently asked questions in the dictionary of advertising queries. It is not an easy question to answer because different stores have different problems and because the conditions of stock are subject to quick changes.

Only those answers are useful which carry with them tangible evidence by way of ads which do tell the public what is in stock.

The five reproduced here from Meyers Bros., Newport News, Va., are good examples of departmentizing in advertisements what is ready to sell in the store's stocks.

Each of the five deals with a division of the store's merchandise and emphasizes each division in a way which appeals to customers with many autumn needs to supply.

### First Subject: Fashion

One of the ads emphasizes Fall fashions as it affects ready-to-wear and allied goods.

This ad is excellent in appearance due to a well managed illustration and careful arrangement of material. These things make a fine background for some very interesting and stimulating text. The copy would have been good anyway but the setting improves it, makes it more effectual. This kind of an ad would do just as much if half the size or twice the size, but the space used, five columns, is just about enough. Every well written ad with fashion as a theme advertises the whole store.

### Merchandised: A Dollar Day

The second ad by date of publication features a whole store selling event—Dollar Day. It emphasizes extra values for the money but does not fall short of featuring the store's ability to supply timely needs in seasonal goods. In effect on sales this kind of an ad is just the opposite of the one on fashion; the former brings a big day, the latter establishes contact with a broad class of customers.

In appearance the Dollar Day ad is about 100 per cent above the average specimens of which there have been thousands published in the past four years. Also it has a real idea big of it as expressed in the three lines just below the caption.

### Specialized: Baby Shop Featured

The third ad is specialized in that it is devoted entirely to one department—the Baby Shop. Yet it is still in the picture as a part of a merchandising campaign. It tells what customers may expect in the way of everything for the baby and nursery.

In treatment this ad reflects the methods used on the other two—excellent display, sensible management of type and well written copy with real ideas in it. In fact, if general appearance were used as a standard, it is the best looking of the five.

Here is another specialized ad, devoted wholly to one division of ready-to-wear. It is the best example of the theme of this article—merchandising goods in ads. A woman can read it and make up her mind from the items just what underwear she needs and what her supply will cost. Practically every item in stock is typified in one of the descriptions of this ad. In view of the season—middle of Fall—this is indeed a timely announcement. It tells the store's underwear story just when customers want to hear it. And with it is the story of children's underwear.

### Thursday's Ad for Friday

This ad carries the message of Friday's values in a week which ended with Saturday as a holiday. It is an all-over-the-store ad but not crowded or over-merchandised.

In a way it partakes of some elements of the other four inasmuch as it includes fashion goods, furnishings for men and women, dress accessories, piece goods and leather goods.

### General Points of Excellence

Besides their direct reflection of what is ready to sell, these ads have some general points of excellence.

They are consistently good looking, a point which is worth money to the store because good appearance magnifies drawing power and sustains prestige.

There are no comparative prices and no extravagant statements. Values are sensibly gaged and attractively priced.

Space is logically used and economically managed as to allotment of lines.

Last, and most important, there are ideas in the ads and every section of every ad is interesting in so far as it is the function of an ad to interest. Interesting copy is always informative. And information is what the customer is after when she reads the ads of the Meyers Bros. Department Store or of any store.

The ads were planned and written by Lionel A. Mohnkern, advertising man for the Meyers Bros. store.



**Meyers Bros. Will Be Closed Saturday Until 6 P.M.—These Specials For Friday**

**A Store Brimful of Values and New Things!**

**Women Seeking New Fall Apparel Will Find Values A Plenty In Our Ready-To-Wear Sections**

Men's Suits at \$17.50  
Men's Ties at \$1.50  
Men's Shirts at \$1.25  
Men's Socks at \$1.00  
Men's Underwear at \$1.50  
Men's Hats at \$1.00  
Men's Shoes at \$1.50  
Men's Accessories at \$1.00

**Women's Suits at \$24.75**  
**Remodeled Women's Autumn Frocks at \$24.75**  
**Isolated Blouses—Are Good Values at \$1.95**

**Men's Sport Hats at \$1.95**  
**Men's Vest at \$1.95**  
**Men's Ties at \$1.95**  
**Men's Socks at \$1.95**  
**Men's Underwear at \$1.95**  
**Men's Hats at \$1.95**  
**Men's Shoes at \$1.95**  
**Men's Accessories at \$1.95**

**Women's Sport Hats at \$1.95**  
**Women's Vest at \$1.95**  
**Women's Ties at \$1.95**  
**Women's Socks at \$1.95**  
**Women's Underwear at \$1.95**  
**Women's Hats at \$1.95**  
**Women's Shoes at \$1.95**  
**Women's Accessories at \$1.95**

**Friday Brings Lowered Prices On Women's New Fall Hosiery**

50% Off on all new fall hosiery

**Men's Suits at \$17.50**  
**Men's Ties at \$1.50**  
**Men's Shirts at \$1.25**  
**Men's Socks at \$1.00**  
**Men's Underwear at \$1.50**  
**Men's Hats at \$1.00**  
**Men's Shoes at \$1.50**  
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**Men's Socks at \$1.95**  
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**Men's Hats at \$1.95**  
**Men's Shoes at \$1.95**  
**Men's Accessories at \$1.95**

**Women's Sport Hats at \$1.95**  
**Women's Vest at \$1.95**  
**Women's Ties at \$1.95**  
**Women's Socks at \$1.95**  
**Women's Underwear at \$1.95**  
**Women's Hats at \$1.95**  
**Women's Shoes at \$1.95**  
**Women's Accessories at \$1.95**

**MEYERS BROS.**

**Merchandised: A Dollar Day**

**Cunning New Wearables Are Here In Our Baby Shop**

Infant's Gowns, Baby's Gowns, Baby's Dresses, Baby's Blouses, Baby's Hats, Baby's Shoes, Baby's Socks, Baby's Underwear, Baby's Accessories.

**MEYERS BROS.**

**MEYERS BROS.**

**Thursday's Ad for Friday**

**New Modes Speak With a Foreign Accent**

The "T" Pair Suit Comes Into Fashion

**MEYERS BROS.**

**Now! Meyers Bros. Is Ready With Their Last, But Biggest And Best**

**DOLLAR DAY!**

**IF YOU BUY MERCHANDISE WORTH \$1.50 \$1.75 \$2.00 AND EVERY OTHER IN FACT YOU WILL BUY ANYTHING ON THIS PAGE. COME AND SAVE TOMORROW!**

Men's Suits at \$17.50  
Men's Ties at \$1.50  
Men's Shirts at \$1.25  
Men's Socks at \$1.00  
Men's Underwear at \$1.50  
Men's Hats at \$1.00  
Men's Shoes at \$1.50  
Men's Accessories at \$1.00

Women's Suits at \$24.75  
Remodeled Women's Autumn Frocks at \$24.75  
Isolated Blouses—Are Good Values at \$1.95

Men's Sport Hats at \$1.95  
Men's Vest at \$1.95  
Men's Ties at \$1.95  
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Men's Hats at \$1.95  
Men's Shoes at \$1.95  
Men's Accessories at \$1.95

Women's Sport Hats at \$1.95  
Women's Vest at \$1.95  
Women's Ties at \$1.95  
Women's Socks at \$1.95  
Women's Underwear at \$1.95  
Women's Hats at \$1.95  
Women's Shoes at \$1.95  
Women's Accessories at \$1.95

**MEYERS BROS.**

**Specialized: Baby Shop Featured**

**Now on Display at Meyers**

**Athens Underwear for Fall and Winter**

The Athens Underwear is made of a superior Cotton Material and Quality of Construction. It is made in Athens, Greece, and is the best of its kind.

**MEYERS BROS.**

You are invited to have some of your ads analyzed on this page at any time

First come first served



# We're Hitting Into the Rush of the Holiday Season—These Might Be Useful Time-Savers



By Arthur Sinsheimer

## Distinctive Coats Exceptionally Practical

A happy combination of "style" and "utility" is the dominant characteristic of this season's coats which will so admirably meet your needs this fall. You have need of a coat now if you haven't already purchased one so why not choose while our selections are replete with these newest of the new styles.

## Every Woman Admires Some Pretty Neckwear

Here are some new styles that are arriving, constantly making our assortments of continued interest to those who desire daintiness in the details of their apparel. Recent shipments include—

## Some Good Umbrellas of Union Taffeta

These are for men and women. Silk and cotton fabric, tape edges, silk case, white and amber tips and tops, amber and colored bakelite handles, leather trimmed and many other styles to choose from at this special price.

## Smart Lace Trimmed Waists and Blouses

Exquisite hand made French voile and Japanese silk blouses with real lace medallions that are set in with hand drawn work and beautiful hand embroidery are special tomorrow at these prices.

## A Special Offering of Beaded Bags

Here is an exceptional display of some of the nicest draw string beaded bags we have ever seen in the market and we are offering them tomorrow in a wealth of exquisite color combinations at this exceptional price.

## Gloves to Harmonize with Your Costume

The key to "correctness" in dress is at your finger tips—in your gloves to be more explicit. Gloves chosen with due regard to the costume are indicative of discrimination and good taste. Our assortments meet every dress need and each pair embodies that quality which assures satisfactory service.

## We're Ready Now

The Thanksgiving sales are now going on and this page of special items in linens, china, glassware, and general kitchen and house-furnishings ought to prove "pocketbookly" interesting. And just this added word about Christmas Shopping. We are all ready to serve your Christmas needs Now—Shop Early. Early in the weeks and early in the days for personal comfort and service.

## All That's New in Separate Skirts

With separate skirts always favored, you will be more than ordinarily interested in these selections, especially since the displays are fascinating from the viewpoints of both varied assortments and attractive prices.

## Some Mid-Season Millinery Modes

In keeping with the ever changing whims of Miss Fashion, our millinery section presents a showing of hats distinctively new and stylish. Exceptionally becoming varieties are here at the following luring prices.

## A Remarkable Collection of New Fall Dresses

This assortment emphasizes this store's ability to meet every dress requirement, be it a model appropriate for street wear or afternoon wear or for "dress" occasions. And doubly attractive are they at these costs.

## Silk Jersey Petticoats at a Trifling Cost

Splendid heavy silk Jersey petticoats in tailored and ruffe-trimmed models are now obtainable in all the predominant colors at this special price.

## Your New Corset and Your Costume

These two items are so closely related that when you think of one you instinctively think of the other. Your corset must be so fashioned as to emphasize the style lines of your new outer garments and for this reason you will find advantageous to select from our stocks which include a large variety of models—a style and size suitable for every figure.

*Here is a Thanksgiving Proclamation that is specially written to occupy your newspaper space the day before November 30th. It's a booster for everybody and can't help but create a general good-will feeling between your store and the entire community.*

## To-morrow Is Thanksgiving

Thanksgiving Day is a Public Inventory Day—a time to take stock of the bountiful supply of blessings which each one of us has received and enjoyed during the year—the Day set aside by Our Great Republic to collectively and individually Give Thanks.

As a Nation we have many glorious things to be thankful for, chief among which has been our leadership in the cause of Justice, Democracy and Good Will to all the Peoples of the World.

As a City we have cause for thankfulness in that we have prospered under the guidance of the carefully selected officials whom we have duly elected to govern our municipal organization.

As Individuals we offer thanks for the great personal blessings of health, prosperity and happiness which we have enjoyed during the year.

And as a Store Organization we give thanks at this time to all of our good friends for the spirit of practical cooperation extended to us in our endeavors to serve you with the necessities of life and happiness. To be Merchants of Our City is a privilege which we hold very dear and for this reason we publicly express our Thanks in terms of heartiest appreciation To You All.

## Imported French Blouses at a Modest Price

Beautiful hand made and hand embroidered silk crêpe de chine imported blouses that are exquisitely beaded can now be obtained in all the newest shades at the following moderate prices.

## Linens for the Thanksgiving Table

With Thanksgiving just around the corner and Christmas not far off, the demand for household linens is at its height. We are meeting it with a big and diversified stock which will satisfy your every requirement. Here is a good idea of the present prices.

## Japanese Reed Sewing Baskets

Here they are in various sizes—roomy baskets in finely woven reed with mahogany finish. Decorated with Chinese coins, beads, silk tassel and ring handle.

## A Complete Stock of Fine Hosiery

Isn't it advisable to supply your needs now for the entire fall and winter while you can obtain the styles and sizes at these moderate prices for high grade silk, silk and cotton, cotton and wool hosiery.

## Smart Sets in Collar and Cuffs

Here is a new assortment of collar and cuff sets with combination of Irish and Filet mesh lace medallions specially priced for tomorrow's selling.

## Handsome Veilings in Attractive Designs

Here are the newest notes in veils for the fall and winter season. Designed for wear on most any occasion. All of the new millinery colors are repeated in our splendid selections, affording excellent choice at small cost.

## 'Tis Now Heavier Underwear Time

Men—you naturally want the best underwear obtainable for the price and in this respect we want you to know that we carry several branded lines which excel in quality, warmth, fit and service. Better come in and look them over.

## Indestructible Pearl Beads Are All the Go

And here are some beautiful chains of these indestructible pearl beads with 14 Kt. gold ring clasp, 27 to 31 inches long, priced for special selling tomorrow at the following figures.

## Shop Early

A good beginning makes for a good ending in Christmas Shopping—Start Now. Slow beginners are very apt to prove slow finishers and, judging by the mad rush every year during the last few days before Christmas, you can help us, help yourselves, help our delivery service and our salespeople by doing your Christmas Shopping Early—early in the month and early in the day—please.

## Stylish Fall Suits Priced Most Moderately

When the splendid quality of the materials and the exquisite fashioning of the garments is considered in connection with the very modest prices asked, these suits have an attraction for misses and women which is almost irresistible. Take note of these.

## Here Are Children's Novelty Handkerchiefs

A good idea for Christmas gifts. Seven dainty little handkerchiefs in an attractive box, each kerchief a different color with a different-day-of-the-week embroidered in the corner. Novelty edges in self and contrasting colors.

## These New Blouses Will Charm You

There is an indefinable "something" about each blouse that distinguishes it from the rest and gives it such potent charm for those who admire "distinction" in dress. And considering the excellence of styles and materials, they might well be termed "low priced."

## Dress Accessories Are Important

When carefully selected—gloves, neckwear, veils, hand bags, corsets, etc.—the result is apparent in an appearance both pleasing and correct. Selection here affords assurance of obtaining the desired result, for assortments are very complete with the newest dress accessories the season has produced.

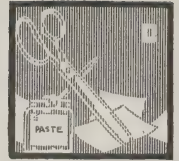






# Advertising Ideas

## AND SALES PLANS FOR DECEMBER



### Plan To Do Some of These Things Now Results Will Show in Increased Business

#### The Gray Shop

An idea in Christmas store service was inaugurated when Hamburger's of Los Angeles, Cal., opened the "Gray Shop for Gifts," which consists of separate little adjoining stalls in which merchandise from every department in the store has been gathered for quick gift selection. Each stall is a miniature specialty shop by itself and enables customers to find any kind of Christmas gift without having to shop all through the store. A sort of "concentrated" shopping idea that would work out well for any store during the rush of the last few days before Christmas.

\* \* \* \*

#### Free Pennies

To attract the children to Toyland, the Rampe Store of Ottawa, Ohio, staged an unusual stunt when the management distributed free 1000 new pennies to the kiddies of the town who visited their toy department. Of course, the time and place of the distribution was previously announced in the daily papers, and the management couldn't help but report that the stunt was a most profitable one. Wouldn't you give \$10 to get every kiddie of your town into your toy department?—of course accompanied by a parent.

\* \* \* \*

#### Pay on Installments

The sale of toys on a small payment down and the rest in weekly amounts, all to be completed before Christmas, is a plan that a good many parents will like, especially those who want to buy their children the more expensive and better playthings but haven't the ready cash to do it all at once.

\* \* \* \*

#### Christmas Square

A new feature was introduced over in Newark, N. J., when L. S. Plaut & Co. installed their "Christmas Square." It's a small squared section in the store where a different item at an exceptionally low price is featured each day until Christmas.

For the first day, petticoats were offered, next day, children's sweaters, then dolls, etc. Here's a good idea that's easy to carry out.



#### A Monkey Show

The Bullock Store of Los Angeles, Cal., by way of making Christmas one of the most festive occasions for the children, in addition to an extensive and elaborate display of toys, introduced a monkey to perform on the toy floor, which found much favor with the small visitors. To get a suitable name for the animal, a contest was staged and hundreds of children turned in their favored names. "Tricksie" was the name selected, and the children made almost daily pilgrimages to the toy floor to feed peanuts to Tricksie—and, of course, viewed the Christmas display of toys each time they came. We understand the zoo will cooperate with anyone who wants to borrow a monk for this glorious purpose.

\* \* \* \*

#### Radio Help

Feature a group of parts, at a special price, that will make a complete radio receiving set, and with every purchase enclose an order which entitles the recipient to full and practical instructions for wiring the set at your radio department after he receives it as a Christmas gift.

\* \* \* \*

#### A Kindergarten Visit

You can work up this idea yourself. Get the schools to send their kindergarten classes as a body to visit your toy department. Have the group in charge of the regular teachers and let one of your own salesforce act as "traffic officer" on the way to, and in, the store. Have the kiddies understand that at the blow of one whistle they are to start, two by two, in column formation. At two whistles they are to immediately stop. In this way your "traffic officer" can guide the class safely across the streets and through the store. And what a great time those children will have!

\* \* \* \*

#### A Radio Christmas

Minneapolis did it, why can't you think it over? Get several of your local merchants handling radio goods to chip in and get a broadcasting license from Uncle Sam in order to render Christmas merchandising stories of interesting nature to your local and out-of-town customers. If you can't do that, get your present broadcast-

ing station to turn over the use of same—for a sum of money—and give exclusive radio talks that will induce the inhabitants to install radio sets in their own homes and also make real Christmas gifts of them to friends and relatives. Wouldn't that be great as a stimulator of radio sales?

\* \* \* \*

#### Aisle of Gifts

This was a feature of Christmas merchandising at the three department stores operated by Ed. Schuster & Co. of Milwaukee, Wis., and it proved very profitable. The "Isle of Gifts" was an attraction featured on the second floor of each store where desirable gifts were shown grouped under separate prices ranging from \$1 and less, \$2 and less, on up to \$5. Every shopper liked the idea because it made selections easier and quicker.

\* \* \* \*

#### Take a Ride

The Leiter Stores of Chicago, Ill., provided many amusements for the children during Christmas business, and one of them was a large track railed off at one end of the toy department where the children enjoyed one free ride in small carts, drawn by goats and ponies. Incidentally, every purchase made in the store carried with it a specially printed pass granting three additional rides to each child. And the kiddies certainly helped parents make purchases in order to get those extra rides.

\* \* \* \*

#### Old Black Joe

Try this for your "Kotton Karnival" or for any sale designed to push cotton goods. There is nothing like a live scene to attract attention to your section. The simpler and homelier it is, the surer the appeal.

For your cotton goods sale feature a typical southern darky scene. Have an aged negro made up with white hair, spectacles and all the fixings, seated in front of his cabin, strumming on an old banjo. Decorate with raw cotton and a profusion of the finished cotton goods on special sale, bearing the price marks.

This has actually proved a good drawing card and will again if you stage it right, and Old Black Joes—with banjos—are easy to get in any town for such an event.

# Here Are Some Good Specimens of Advance Holiday Advertisements Worth Careful Study



**Holmes Store News**

**Christmas Gift Ideas From the Art Goods Section**

Exclusive Gift Suggestions

Easy to Make Gifts

Manufacturers Gifts for Christmas

D. H. HOLMES CO.

It Is Interesting to Note the Wide Range of Departments and Items Featured by Stores in All Sections of the Country—And It May Give You an Idea for Your Own Campaign

**The Privilege of Distributing Finer Fashion Is Ours**

Late Pre-Holiday Parlayals

Geo. R. Taylor Co.

**Christmas! It's a Season of Giving Throughout the Entire Universe**

From the Head to the Heel This Same Spirit Is In Evidence

Some Are Gifts Luxurious, Others Are Simple Remembrances. But Just the Same It's the Gift-Giving Spirit That Prevails

Christmas Shoppers Will Throng Our Aisles Tomorrow

What Shall I Give?

What Shall I Give?

What Shall I Give?

What Shall I Give?

Many times it's an easy matter to do our own work better by seeing the other fellow's. But why not give him a chance to see yours? —It's a fair exchange and we'd like you to send some of your ads in so that we can use them on these pages.

**ADVANCE** holiday advertising is always important. It was ten years ago. It was last year and it ought to be this year. If it is to be important in your store, several things need to be attended to now.

The first point of importance is the store's idea of what advance holiday advertising amounts to in holiday business. Does the store expect to get the bulk of its extra business within the two or three weeks preceding December 25? Or does it expect to start to reap just before Thanksgiving and do good volume up until closing time the day before Christmas?

In either case, advertising is important, especially so in the second case.

The second important point has to do with the merchandising of the ads from now on. What departments ought to be featured, what kind of items, what type of values?

It is better for the adman and for the store if these things are planned now and carried out according to plans as nearly as possible.

Point three: What kind of advertisements are best from now on until Christmas?

Will big, fully departmentized ads featuring the entire store bring in the most business? Or will smaller space ads, specialized to one or two departments or one or two types of goods, do the trick? This is the real problem which each adman or adwoman must definitely work out.

**STEWART DRY GOODS CO.**

**Smart Dancing Frocks For the Holiday Festivities**

TOYLAND!

Costs of the Season \$95.00 to \$160.00

Special Selling—Monday Only

Gift of Fine Lingerie

Thanksgiving Help

Stewart Dry Goods Co.

**David Jones**

THE STORE OF XMAS SPIRIT

Cinderella's Xmas Fairy Play for CHILDREN

David Jones

Will big, fully departmentized ads featuring the entire store bring in the most business? Or will smaller space ads, specialized to one or two departments or one or two types of goods, do the trick? This is the real problem which each adman or adwoman must definitely work out.

**Gladding's Box Sale of Christmas Hosiery**

Special Prices

Gladding's

**Morris & Co.**

Monday's Sale Offers Exceptional Values in All Departments

Special Monday

Morris & Co.

**The Win Hengeler Co.**

This Store is in Readiness for the Early Christmas Shoppers

The Holiday Gift Shops Open Monday

November Sale of Coats

Win Hengeler Co.

**For 50 Years Straus' Has Been Selling Dependable Merchandise At Lowest Possible Prices**

Another Extraordinary Sale

Straus'

Some stores use the first kind, other stores use the second. Many combinations and variations are always used.

These nine ads are examples of the general run of early Christmas ads. Take your choice, but be sure you decide on a definite program. Hit-and-miss Christmas advertising is costly two ways: in space and in lost attention. Plan a holiday campaign and carry it out.

Planning means more than making up the mind. That comes first, of course. Then comes getting the plans into tangible shape so every department head and every one connected with selling can hitch his effort to the big plan.

Plan for merchandising the ads day by day. The time is more valuable just before Christmas than at any other time of year.

Plan the kinds of items you intend to feature each day. Decide on price ranges, on varieties of goods.

Plan—and then keep on planning the ads until the store closes Christmas night. It is better to plan a little too far ahead than a little too far behind.





# Adpeople Will Be Interested in the Idea Behind These Two Advertisements

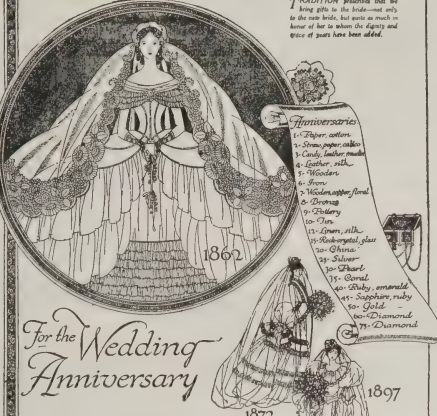
Whether or Not a Store Recognizes the Fact, Customers Are Always People—Just as People Are Always Customers of One Store or Another

By Guy Hubbard

## In Honor of the Bride of Yesteryear

**For the Bride of 1921**  
The list value shown on which has been taken as a guide for the bride of our year. One may get her:

- A box of essential necessities hand and foot with value \$1.50
- Dainty correspondence cards in white, gray or buff, with four-line envelopes \$1.75
- A box of necessities \$2.50
- A box of necessities \$2.50
- A box of necessities \$2.50
- A box of necessities \$2.50
- A box of necessities \$2.50
- A box of necessities \$2.50
- A box of necessities \$2.50
- A box of necessities \$2.50



**PROVISION** prescribes that in buying gifts in the bride's case only to the new bride, but writes no much in honor of her in whom the dignity and grace of years have added.

**For the Bride of 1862**  
What an elegant and simple gift! The bride of 1862 would be surprised to see you buy her a gift of this kind. It is a gift that is both useful and beautiful. It is a gift that is both useful and beautiful. It is a gift that is both useful and beautiful.

**For the Bride of 1872**  
A gift of a pair of shoes for the bride and groom. It is a gift that is both useful and beautiful. It is a gift that is both useful and beautiful. It is a gift that is both useful and beautiful.

**For the Bride of 1897**  
The bride of a century would surely be surprised to see you buy her a gift of this kind. It is a gift that is both useful and beautiful. It is a gift that is both useful and beautiful. It is a gift that is both useful and beautiful.

**For the Bride of 1902**  
Clas will be welcomed by the bride and groom. It is a gift that is both useful and beautiful. It is a gift that is both useful and beautiful. It is a gift that is both useful and beautiful.

**For the Bride of 1917**  
After ten years you are sure to be well acquainted in matrimony. In order to work with you:

- A box of necessities \$1.50
- A box of necessities \$1.50
- A box of necessities \$1.50
- A box of necessities \$1.50
- A box of necessities \$1.50
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- A box of necessities \$1.50

### For the Wedding Anniversary

The gracious custom of remembering with a gift the anniversary of the bride is so old that the exact origin of the names for the various "weddings" has long been forgotten. We only know that since the Middle Ages certain tokens have been thought to be fitting for certain years as remembrances from husband to wife, and that as the years increase they grow more precious—from the fragile paper gift of the silver-year bride to the gold of the bride of half a century.

To the family and friends who join in the celebration we offer appropriate gift suggestions for all the anniversary years from one to seventy-five.

#### For Brides of the Other Years

- Year (1913)**  
A bottle of perfume \$1.50
- Year (1914)**  
A box of necessities \$1.50
- Year (1915)**  
A box of necessities \$1.50
- Year (1916)**  
A box of necessities \$1.50
- Year (1917)**  
A box of necessities \$1.50
- Year (1918)**  
A box of necessities \$1.50
- Year (1919)**  
A box of necessities \$1.50
- Year (1920)**  
A box of necessities \$1.50
- Year (1921)**  
A box of necessities \$1.50

**For the Bride of 1907**  
The bride of ten years is sure to be well acquainted in matrimony. In order to work with you:

- A box of necessities \$1.50
- A box of necessities \$1.50
- A box of necessities \$1.50
- A box of necessities \$1.50
- A box of necessities \$1.50
- A box of necessities \$1.50
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- A box of necessities \$1.50

**R. H. Macy & Co.**  
Herald Square, N.Y.C.  
For Other Macy Advertising See Pages 23 and 25

the store. They appeal to many classes of customers, and by virtue of the anniversary thought are magnified many times because two people may read the same ad and get from two to ten suggestions for gifts. In the Rudge & Guenzel ad the specific appeal is Christmas gift suggestions. Items are described from many departments and many lines of goods and ranges of prices are given.

Of course it is the gift idea which makes these advertisements interesting. That is plain enough and there have been and will be hundreds of advertisements based on it. Many of them will be displayed and written with as much skill and care as either of these advertisements. But none will have a better basic thought than is expressed in the introductory of these two advertisements.

One of these introductory begins: "And what is there about a gift that makes it welcome or precious?" The other begins: "Tradition prescribes that we bring gifts to the bride—not only the new bride, but quite as much in honor of her to whom the dignity and grace of years have been added."

Both the admen or women who wrote the copy for these advertisements began with the thought that customers are people, human beings with the thoughts and impulses of human beings. It would have been very easy to have written the copy as if the goods described were only something to sell and the customers only buyers with a certain amount of money which the stores would like to have. Instead, the idea back of giving is put foremost and what to give is put second.

## Guenzel Co.

Guenzel Co. Shows Wednesday Morning at 9

# Gift Suggestions

Is there About a GIFT it Welcome or Precious?

Thought that prompts? Gift displayed by the giver in the selection of gift should have a "worth," "delicacy" and "delicacy" was never more inviting than it is now, and will be prepared with gifts as well as with gift suggestions has been attached to the Christmas Spirit through this Christmas Store—come visit every

**For Boudoir Wear**

**Ribbon Corset Bonnets**

**Dainty Neckwear**

**Christmas Candy from Rudge & Guenzel Co.**

**Tourist Fitted Cases of Leather**

**Give a Sewing Set**

**Silk Hose**

**The Welcome Gift**

**For Cool Ankles**

**Pullman Slippers**

**Stationery The Gift Handmade**

**Gift Gloves**

**Note Paper and Cards**

There are two kinds of ideas behind each of these advertisements. One idea is the same in both: the idea of selecting suitable gifts of any kind for anybody. This is the conventional thought behind all merchandise of a gift character whether the time is Christmas or any other time. Every store has many lines and even several departments of merchandise which are easily classified as gift goods no matter what extra ability the items may have.

In so far as the general idea goes, the R. H. Macy & Co. advertisement and that of Rudge & Guenzel Co. serve the same purpose—the suggestion of what to give. Whatever items are listed and described serve as types by which the customer may be guided in deciding what to give.

The general idea in both advertisements is the idea of suggesting and the idea of giving. In both, the customer is made acquainted with the thought of giving someone something and the additional thought of how to select the gift.

Both advertisements go farther than suggestion. They dwell on specific examples of suitable gifts. In this respect the two announcements differ widely.

The Macy advertisement specializes on gifts to the bride from the anniversary viewpoint. It suggests the nature and kind suitable for each anniversary and itemizes out of various departments with brief descriptions giving a range of prices.

These items are typical of others to be found in many departments of

### 5 Day Christmas Shoe Sale

## 2000 Pairs at 20% Discount

**Charming Leather**

**Ever Welcome Always**

**Bar Pins**

**Necklaces**

**La Valliers**

**Lovely Girlands**

**Barrettes**

**Combs**

**Chests Cedar**

**Dorothy Doll Shoes**

**Give Silverware**

**Have You Looked Over Our Chinaware Gift Tables?**

**Fancy China**

**Camisoles - 29c**

**Sale of Rings 29c**

**Gift Calendars**

**A Big Value in Handbags**

**Toy Town Is Overflowing with Toys and People**

**Beautiful Silk Underwear**

**Shop Early**

# A Page of Christmas Copy Suggestions for Quick Use in Your Rush Season

By Arthur Sinsheimer

## Fashionable New Apparel for Christmas Holidays

Scores of women are buying apparel for Christmas gifts—others are selecting new suits, coats and dresses for their own wear during the holidays and thereafter—all prices are consistently low for style, quality and fit.

## An Alluring Array of Wonderful Dresses

Considering the adaptability of these dresses as gifts—their practicability, usefulness, acceptability and beauty, thousands of dresses will be given this Christmas by thoughtful people—and here's your opportunity to purchase them at moderate prices.

## A New Coat for Christmas

Having just received some smart new models in wonderful coats, we invite you to see them on display tomorrow and particularly note the priceings.

## What to Give Is the Question

Our store answers this perplexing problem through a wide variety of sensible gifts that are useful and acceptable, for all gift giving purposes.

## How About Some Drapery Gifts

If there is one room in your house or in the home of your friend that needs new draperies, select them from this special display and make them your practical Christmas gift for this year.

## Christmas Things in Useful Needlework

There's a wealth of selection for useful Christmas giving in the assortments of needlework shown in our Art and Fancy Goods Departments—all well within the reach of even the smallest purse.

## Christmas Stationery Is Always Acceptable

A wonderful showing of novelties in stationery, especially in dainty thin and exclusive papers which will make both serviceable and pleasing gifts to anyone.

## Gifts in Silver Toilet Accessories

Among them are brushes and combs, mirrors, picture frames, jewel cases, pin trays, dresser trays and the more elaborate dresser sets, bottles and manicure sets. All most reasonably priced according to your selection.

## Lovely Waist Styles for Christmas Giving

Multitudes of them offering ample scope for selection at prices that you will agree are most reasonable.

## Make These Rugs a Family Gift

The entire family can join in the purchasing of these rugs, giving and accepting it as a Christmas present all around. Here is an idea of qualities and prices.

## Dainty Undermuslins Are Welcome Gifts

Here is a special display of undermuslins that are specially desirable for Christmas giving. An all inclusive assortment neatly packaged and lowly priced.

## Glove Gifts Are Always in Order

As gifts, gloves are always in good taste and this season they are more acceptable than ever because of the great range of styles and colors one must have for the new costumes. These prices are remarkably low, too.

*Kill two birds with one stone—here's a feature editorial that will help you accomplish it. A trade-at-home and Christmasy idea all wrapped up in a flow of community language that ought to thrill the "home town folks." Put it over strong—print it in newspaper ads on package stuffers and everything else that you have printed—and watch the result in increased sales and profits.*

## PROSPERITY

Is a Home-Made Product

GOOD TIMES are neither an accident nor a dispensation of Providence. Prosperity is man-made. Each of us is a worker in the prosperity factory. It is not only our duty, but to our interest as well, to keep home industries running to capacity.

### Make This a Trade-at-Home Christmas

Cooperation cannot help but bring prosperity to Our City, so let's all pull together. Concentrated energies gather force and power. If every one in this City would spend as much as he or she could right here in town on Christmas Shopping, business would reflect itself in a general boom which would be of profitable advantage to every citizen living in Our Great City.

- First—It will benefit YOU by the guarantee of values by merchants whom you know to be absolutely reliable.
- Second—Your purchases will greatly increase the buying power of those merchants who are in a position to increase our City's wealth of supplies.
- Third—Your purchases at home will help the whole City by increasing every citizen's loyalty and keeping a natural circulating wealth at home where it belongs.

START RIGHT! Let's all boost the town we live in. It's a great City—let's make it Greater by cooperating and concentrating our energies on Home Training.

Let's begin with Christmas Shopping HERE and NOW! If we, as merchants, haven't exactly what you want, give us the opportunity to get it quickly for you—and at a price that couldn't possibly be less than what we'll charge you for it. Try and Prove It!

### Let's Manufacture Prosperity Together

It Can Be Done if You Do Your Part

TRADE AT HOME THIS CHRISTMAS

## Beautiful Silks Make Sensible Gifts

With most women about town having confidence in our line of silks, why not give waist, skirt or dress lengths as a practical present?

## Here Is the Newest Millinery

And as many women are going to give and receive a new hat as a Christmas present, here is a purchasing opportunity not to be neglected.

*A short heading that you can use at the top of your full page Christmas Advertisement and then follow it up with as many short item headings as you can get well distributed on the page. It can also be adopted as an editorial LEAD.*

The Hustle of Gift Buying Is on and You Haven't Any Time to Waste

## CHRISTMAS SHOPPING DAYS ARE NOW HERE

Even though you may have bought some of your Christmas needs, do not let up now—buy today—every day till your buying is done.

### Buy at This Store of Useful and Practical Gifts

Above all things else—glitter, richness, even beauty itself—be sure your gifts are Useful and Practical. Gee-gaws, trifles, senseless, gaudy novelties made to catch the thoughtless shoppers, can be bought most any place, but where we have concentrated is on the great assemblage of Practical Gifts for your every selection.

Here Is a Full Page of Gift Things That Are Useful to the Nth Degree

## Favorite Perfumes for Christmas Giving

Make your selections from the single bottle of a rare essence to a present of a set of toilet waters, perfumes, powders and soaps—each boxed prettily at reasonable price.

## Surely You Won't Forget the Baby

Make the little one's Christmas a happy one by presenting sensible gifts such as sacques, booties, coats, sweaters, socks, etc. Do not delay your coming to make selections of baby's Christmas gifts.

## Knit Underwear for Yourself and Others

Excellent Christmas gifts for the "home folks" to give each other. Gifts that are sensible, practical and useful for the entire family.

## A Christmas Display of Fur Gift Things

Furs are practical Christmas presents of real merit and cannot help but be welcomed by their recipients. Here is an unusual showing of trustworthy furs in all styles, for your gift selections.

## Santa Has His Toyland Here

Toys of all kinds for children of all ages at price ranges that will make your gift appropriation for the little ones go far. Bring the children with you.

## Gifts of Blankets Are Always Welcome

Most housewives continually need new ones, hence blankets are always acceptable and useful gifts.

## What to Give "Him" Is Always a Problem

There are certain gifts that a man smiles at and drops into his bureau drawer to forget about them—there are others that he appreciates and uses because they are practical and usable. This better kind of gifts can be bought here in a multitude of varieties.

## Some Kiddies Appreciate More Practical Presents

Cut down on the number of toys and give the children useful things that they can wear and use to a good purpose. We call to your particular attention the following suggestions.





**T**HIS section of the Dry Goods Economist Year Book of Plans and Ideas should be used for supplying department heads and advertising executives with business creating plans and methods of special, out of the ordinary character.

Here will be found over two hundred sale ideas, most of which have already been successfully tried, but *all* of which are sufficiently novel to powerfully interest and favorably influence the worth-while purchasing element among people who make up the store's possible clientele.

The ideas are outlined briefly and succinctly with the purpose of getting as many into the allotted space as possible and thus give the widest variety so that every store—large or small—will easily find many good plans which will fit into the store's general merchandising policy and will be entirely new in its center, thus making a strong appeal to the merchant's purchasing community.

Each one of these plans deserves thoughtful consideration for, after all, it is the way in which the plans will be used that will determine their real value to the individual store. In using any of these ideas there must be real planning, in order to make each sale plan a *selling* plan.

*Ernest C. Hastings*





# Merchants Call These, "Most Successful Sales" Because They Brought Home the Bacon

**All of Them Pulled Business for Department or Specialty Stores. A Hint from Just One of Them Gives You a Start for a Money-Getting Event of Your Own**

**R**ECENTLY the advertising manager of a Middle Western department store sent out letters to a number of leading department stores and women's specialty stores scattered all over America asking the advertising managers and general managers and merchandise managers of these stores to tell him about the most successful recent sales they had conducted.

The answers received were very interesting and presented a number of strikingly novel ideas. Undoubtedly other stores could use many of these ideas with good results in their businesses, so the best of the ideas thus secured will be given here.

Here, then, are the best recent sales conducted by some of the leading department and women's specialty stores of America, according to the letters received from them:

## New Items Each Day

**The Boston Store Dry Goods Co., Fort Smith, Ark.**—"Our toilet goods sale, to which we devote a half page of advertising and an entire window and cut prices, is a big drawing card. But the sale, which is the most effective of our entire year, is our Anniversary Sale, for which we put forth the greatest efforts. For our most recent anniversary sale we put out a 32-page booklet by carrier in Fort Smith, and the surrounding towns and the countryside in general was covered with our mailing list. This sale ran for one week, offering exceptional values, but the most successful feature of the sale was that on each day new items were offered. A complete set of items for each day was advertised in the newspapers. This, we find by experience, is the only method by which one is enabled to keep the interest in a week's sale at fever heat during the entire week."

**The Burgess-Nash Co., Omaha, Neb.**—"The special sales which always bring good results are our 'Dollar Day' sales. We have one the last Tuesday of every month. If possible, special merchandise is bought for 'Dollar Day.' If not, our buyers take mark-downs and offer special prices, but the merchandise must be special for that day only.

## Big Feature Day

"One sale which was very successful was that which we called a 'Feature Month Sale.' Our buyers had all been East together on a very special buying trip and had bought worlds of merchandise below the regular price, which we featured each day. It went good for a while but we finally had to make one day of the week the Big Feature Day. For that day we had a twelve-column ad, the five columns in the center for millinery one-half price, and built two columns of boxes on each side and across the bottom. Each department offered a special, which we boxed. This layout went big for two successive weeks and we pulled a big sale for Thursday which otherwise would have been a quiet day.

"A 'Dollar Stocking Sale' went big. We also have a 'Boxed Hosiery Sale' every year, which brings good results.

"Recently we tried out a sale of underwear, a three-of-a-kind purchase, the third garment offered at half price."

**Duluth Glass Block Store, Inc., Duluth,**

**Minn.**—"Every April 1 and every Oct. 1 we hold a toiletry sale. Every sale is larger than the preceding one due principally to extending the scope of our direct-by-mail advertising. The sale is practically an institution; it has been sold to the public of Duluth in years gone by, so the only thing necessary in folder or newspaper is simply to make a list of the various items. You know as well as I do, of course, that once a sale has made a reputation for itself it will run on its own hook." The direct-mail advertising sent out by this concern included coupons upon which the recipients could specify the articles they wanted if they sent in orders by mail.

**The Calhoun Dry Goods Co., Muskogee, Okla.**—"We run an 'Early Birds' sale every Tuesday morning from 8.30 to 11.30 o'clock with special Early Bird cuts. The items offered are always seasonable merchandise which are reduced for the three hours' selling.

"Every Friday we run what is known as 'Friday Features,' which include items at reduced prices and new merchandise as well. Our Sunday advertisements usually carries the early-in-the-week store news.

## "Even Money" Day

"Among the outstanding successful special selling features is our 'Even Money' day, which comes during the last Thursday or last Monday each month, on which items are featured at even money, no fractions of dollars are used in this ad.

"We conducted a very successful live-wire sale in which we used telephone cuts throughout the ad."

**The Anderson Bros. Co., Portsmouth, Ohio.**—"We find in conducting our periodical sales, such as Anniversary Sale, January Clearance Sale, July Clearance Sale and the like, that there is nothing that will keep up the interest so much as to have a special sale in some department every day while the big sale is on. For example, if we have an anniversary sale lasting nine days, in addition to the usual special we might have for the first day a special sale of gingham extraordinary which would be so featured in our advertising. The second day might bring a big special sale of rugs; the third day, a separate and special sale of shoes and so on, maybe ending on Saturday with a big special sale of toilet goods. All of these special day items would, of course, be for that one day only and would, by their reduced prices and prominent advertising, stamp them as worthwhile events which would do wonders to keep up the interest of the general sale."

**The Brown Hayes Co., Atlanta, Ga.**—"The best results that we get on a special sale is to have a full page in the newspaper and then have the newspaper cut off the name and dates on the sheet and run off from 10,000 to 20,000 circulars. These we distribute among the sections of the city less apt to receive the newspaper.

"We have a full run in every street car, amounting to 425 cards, running day in and

day out. This gives us our best general publicity.

"Our store is situated one mile from the main department store section of the city, but in a very good location, on one of the main arteries at a crosstown thoroughfare accessible to a big percentage of the residential population, all classes included. We do not do a great amount of newspaper advertising."

## Played to Society

**The S. A. Barker Co., Springfield, Ill.**—"When Barker's advertise a sale, everyone knows that it is a real sale. We do not aim to make price the strongest appeal in our ads, but rather quality at the price. This can be illustrated by telling about the way we advertised a sale of coats. We played up quality and described the coats so that women could see what these coats looked like even before coming into the store. This ad was run on the society pages of the papers and took 60 inches of space. Being Sunday, there were four society pages. On each one of these appeared a two or three-line reader, aimed to be catchy, a different one for every other column. We heard later that one couldn't read the paper that day without stumbling upon one of these readers about coats.

"And we run educational ads every now and then, in which we try to tell women those things about our merchandise which they could not see in simply a big line of type bearing a price or two and the shopworn phraseology, 'They come in navy, brown, black, and are the season's latest models.' The reason that description is rare in ads is because so many ads are thrown together carelessly."

**The Charles H. Bear & Co., York, Pa.**—"Our special sales which result satisfactorily are as follows:

"On Wednesday, Sixteen Cent Day, we have special offers from all departments.

"On Thursday, Thrift Touring Day, we offer values which will induce customers to tour the store.

"Once every month we have a Dollar Day which is always a big event."

## "Hurry Up" Helps Sped Toilet Goods Sale

Among the many extra service and sales features installed by one department store during its greatest sale of drugs and toilet goods were special order clerks stationed at various points in the department to take a customer's entire order, if she were in a hurry. This saved the purchaser from going to the various sections which were in charge of different girls. Display cards were in view, giving information to this effect.

"Hurry Boxes," which supply pad and pencil, so that one may write an order and drop it in the box, were also placed at convenient points. This was for C. O. D. and charge customers.

Mail orders and telephone orders were also in charge of extra clerks provided for the sale.

# Charting Suggested Sales Awoke Salespeople To Real Chances They'd Overlooked

Making Bigger Sales Per Customer by Suggesting Better Qualities and Related Goods Became Like a Game, and Once Employees Were Taught the Technique of It, Results Began to Roll In

By Arthur Homer

OUR method of conducting a suggestive selling campaign is really interesting, even though the subject may seem hackneyed.

We started it the last two weeks of September, 1921, giving them over to the presentation of the plan to the salespeople with the thought that the plan would become operative during the first two weeks of October, the time of the Texas State Fair, held in Dallas.

It was a particularly good time, not only because the increased business in October would allow opportunity for suggestions to be carried out, but because the decreased sales prices showed necessity for some unusual effort if the 1920 sales record was to be maintained.

### Related Departments

Seventy-five selling departments were divided into ten groups, five to ten related departments being grouped together. Half the salespeople in a group met at 3 p. m., the second half at 3.30 p. m., to consider the plan. This was the first series of meetings to be held at this time of day; but the plan was initiated because customers were shopping early in the mornings, and there seemed to be a slight buying slump in the middle of the afternoon. These afternoon meetings went on until all the departments were covered.

First the subject of decreased prices for the fall of 1921 was taken up. As a type case, a French serge pleated middy skirt, which for the four preceding seasons had retailed for \$7.50, was cited. This skirt for fall selling was priced at \$5.85. It meant that a salesperson in that department would need to sell three skirts to equal the sale of two skirts up to that time. Instances were given from other stocks to show the necessity of selling 50 per cent more items.

At this particular time a local department store had announced salary cuts. It was announced that it is the policy of Sanger Bros. to maintain salaries. If, however, the salary is on the 1920 basis, every effort should be made to keep the sales on that basis.

To go after that 33 1-3 per cent to 50 per cent increase in sales, the following plan was outlined to serve during the rest of 1921.

### Quantity Appeal—Suggest Related Goods

1. To suggest the related article. To show cases where this could be practised an attempt was to be made to suggest a larger number than heretofore. In the case of all small wares, to take for granted that the customer wanted several.

2. To suggest the related article. To show the article, and by the suggestive display awaken interest. Not to question, but to get the article before the customer.

Lines of suggestion were worked out by the conference. For instance, in the house furnishings section it was found impracticable to suggest the small electric iron after the

large electric iron. Only one man reported success in this. The usual method was to suggest the ironing-board after the iron, then suggest other wooden-ware articles. In every case the salesperson must have a plan.

### Produce Atmosphere of Agreement

The main idea is to get a "yes" after a suggestion. One "yes" may mean additional ones.

read from a report published that week by the Better Business Bureau of Dallas, of investigations made of retail salesmanship in Dallas stores. "In 107 of 120 interviews, the articles shopped on permitted the salespeople to interest the customer in more than one article. The salespeople took advantage of this in only twenty-two instances, which is a fraction over 20 per cent."

### Listed Additional Sales

At each conference the above chart was explained, and the day following sales were charged in the selling departments. No sale was to be charted unless additional articles were sold. Unless the substitute article varied greatly in price and kind from the article originally asked for by the customers, it was not to be charted.

But if, for instance, the customer asked for a \$1.00 bill-fold and a \$24.50 purse was sold, the sale would be charted and substitute written for the amount of the original sale.

Floor managers were particularly interested in results shown on the chart. One floor manager came to the educational department at closing time to note on the chart, which had just been taken up from the department, a sale which had been made and which had shown such good work on the part of the salesperson that he wanted credit given.

Presenting the proposition to two groups daily of twenty to twenty-five salespeople, and requiring a report the following day, enabled the educational director to do a great deal of follow-up work.

### Charts Analyzed Daily

The assistant buyer of each department came with the sales group to insure thorough cooperation from the executives on the floor in the handling of the chart. Charts were sent to the educational department at the end of the day and analyzed. Deductions served as a basis for ensuing conferences. Information gained as to new lines of suggestion in a department were given to other members of that department.

Extraordinary progress was made. One assistant buyer stated that reports made to her for a period of three weeks proved that more merchandise was sold by suggestion than in answer to the customer's original request. To show unusual attempts and high degree of salesmanship, one ready-to-wear salesperson reported that after selling a dress to a customer who already had a new suit, and making the attempt to sell a second dress, she asked the customer if she would care to match the sable scarf she was wearing and have a two-skin scarf, which would be so much more effective with the dress she had just purchased. The customer purchased a skin.

The value of the campaign was not only the additional sales, but also the salespeople's quickened interest and more careful consideration of the customer's problem.

## Suggestive Selling Campaign

Department ..... Date

Sales No.	Original Request Amount	Customer's Original Sale	Additional Articles Sold. ITEMIZE	Amount Additional Sale	Cash Check No.	Charge Check No.
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The salesperson who has had the advantage of ten to twenty minutes' study of a customer should know what next to present. Sales are consummated because the customer is surrounded with the atmosphere that of course a selection will be made.

To forestall any expression that salespeople are already practising suggestive selling in the highest possible degree, an extract was

## Far-Flung Balloons Brought Folks From Miles Around

MERCHANTS of Port Huron, Mich., a city of 33,000, appealed to the universal love of color and advertised via the air route in a publicity campaign announcing a series of dollar days in that city. Several hundreds of gay globes, red, blue and yellow, were purchased and used most effectively by the Merchants' Division of the Chamber of Commerce, to announce the season's biggest sales event.

A committee in charge of Oscar W. Hogan, chairman of the division, sent up a number of balloons each day, and the bright bits of publicity were carried into every part of Eastern Michigan and across the border into Canada.

To each balloon was attached a tag bearing the announcement of the dollar bargain event and also the name of a local merchant with the promise to give the bearer one dollar's worth in trade.

The place for sending up the balloons was kept a careful secret and, through the press and handbills, the latter used in the rural districts, the people were made expectant and ready to watch for the airships.

As an announcement method this proved a success, since small towns' people from obscure four corners brought in balloons and also their money to spend in the city. Some of the vari-colored balls had traveled as far as forty miles.

In connection with a similar sale, the Merchants' Division planned a prize contest for show windows, letting the people be the judges.





## Dollar Catching Schemes to Plug Trade When It Comes a Little Slow

All of 'Em Practical, Any Time, In Any Store, Anywhere

Put ten or twelve pieces of gingham or other fabric in season on a table near the main fabric department. Choose patterns with the same general color scheme. Take patterns in which red predominates, for instance. Each piece will have a different design and a varying amount of red, but when ten or twelve pieces are arranged together the table will have one distinctive color.

Give these pieces a special price per yard for a day, using a placard at the head of the table.

\* \* \*

Interest the young boys by offering a small prize, during a week or two weeks, to the boy who guesses the weight of a straw hat set on a pair of parcel post scales. Cover up the marks on the beam or set the scale so the marks cannot be seen. Use a window or a small glass case in the men's and boys' department. Put a box in front with a slit to receive guesses. Ask the boys to write their names, addresses, their father's name and the weight of the hat.

If you want to vary the contest for another week's run or at another time ask for guesses on the size of the hat. Boys between 10 and 14 years like this kind of contest. A growing boy is a good customer, too.

\* \* \*

Clear off a space on a well located counter and mount six or eight photographs of popular actresses on it. Put the photographs in a row and drape over each a part of some veils you want to push. Be sure the name of the actress, movie or otherwise, is printed under each picture. Put a placard near the pictures with something like this on it: "Their veils give them charm. A (name of veil) will give you charm."

This will go well as a window display. Use photographs as large as possible and light in tint.

\* \* \*

Place five untrimmed hats of different brim shapes on a first floor table. Put a piece of fine cloth or paper under each hat, cut along the lines of the shape of the hat, and have each paper of different color. Back of hats or right in front of them place a picture cut from a magazine—a trimmed hat. Have each picture different. Then around the edges of the colored cloth or paper arrange some of the findings which would fit the hat, choosing colors which contrast or supplement the colored paper. If the hats are all black, this idea will suggest several possibilities to the customer. If some are light, the idea will magnify itself

By Guy Hubbard

according to the different shades. It will sell shapes and trimmings. Good for a window display, too.

\* \* \*

Some day when you want to push hair nets, carry out this simple little idea:

Take two long, rectangular plates of glass, window glass or other light glass, and put one on the counter. Arrange three or four of your best sellers in hair nets so half the net is on the glass and half off. Then lay the other sheet of glass over the nets; fold the loose part of the net back, tilt the two sheets of glass at an angle so the customer can look at them easily. Use a counter fixture to hold the glass firmly. Put a placard on or near the lower half of the glass with these words on it: "Look at the strands and the mesh of these nets, between the plates of glass. They hold your hair in place just as the glass holds them in place."

\* \* \*

Infants' and small children's shoes can be featured by the simple device of setting up a well made chart in a conspicuous place showing the imprint, in a row or two across the top of the chart, of ten or fifteen local babies' bare feet. (The imprints may be made by holding the in-

fant up and letting it set its feet down on the chart, laying the chart flat on a table and sprinkling talcum over the space for foot imprints.) Then take crayon or lead pencil and darken the imprint. Leave a space for the name and age of the infant. Below all the imprints mount baby shoes, with the price of each pair. Letter this along the lower edge of the chart: "We know the shape and size of every infant foot up to three years. We can fit your baby's feet in five minutes. These imprints are those of babies you know right here in town." Several charts will be accumulated finally and they are marvelous attention getters.

\* \* \*

When the men's furnishing section needs a little one-week stimulant, try the combination-price idea. This way: Advertise the week before that next week, every day, there will be a three-piece group of men's items arranged to sell at the price of two items if the sizes fit the purchaser who likes the group or at a small reduction if the sizes have to be assembled. Suppose the Monday special is one shirt, one tie and one pair of socks; at a price less the regular price of the socks; if the pattern of the shirt suits a man who wears size 15, he gets the three articles at the less-than-the-socks price, but if he likes a group with a 14 size shirt he gets the three at only a regular reduction set for the entire week.

There are 100 variations to this idea and they all have a unique appeal. Some stores try to have one of these specials every three weeks. It keeps stocks clean.

\* \* \*

In the housewares section plan a table display which shows all the cooking utensils necessary to prepare a meal for six people. This does not mean the food and ingredients, but the pots, pans, kettles, peelers, strainers, mixers and so on that the cook has to touch with her hands. Use a table just large enough to hold all these utensils comfortably. Separate the table from the main tables or counters. Put up a placard at one end with the individual prices of each item, opposite the name of the item and in big black figures at the bottom the total price for the fifteen or twenty articles on the table or whatever the number is.

The price may run up to \$4.50 or \$5.00, but it will attract the attention of the housewife whose egg-beater or soup strainer, both, have begun to go to pieces.

You never can tell when a cook has demanded "a whole new set" of cooking accessories. Try it in the window some time after it appeared in the department.

### Ideas on Decoration Jumped Curtain Sales

Here is the way a Chicago store pushed the sale of lace curtains. A campaign was instituted which called first for personal letters to every charge customer who had purchased drapery goods in the preceding five years.

Then a series of ads was planned. These were letters to the customer telling her of new ideas in window treatment, and explaining in some detail that the change should be from the conventional long curtains that swept the floor to short, dainty curtains just long enough to reach to the bottom of the window.

The workroom force and the display men were then called upon in turn to produce and show what could be done by the store to illustrate the results the customer would get when she installed the new curtains in her front windows.

In the department and in the big show windows, too, displays were made showing all of the fittings of an up-to-date home. Each kind of room was shown, and in every room display curtains of one pattern were used.

The campaign was a big success and attracted the attention of many women who became customers as a result of it.

# Put "On Their Own" and Told to Go To It, Buyers and Managers Made Good

**T**HIS is the story of how the February business of a Philadelphia department store was turned over to a committee of department buyers and managers, who not only accepted the responsibility, but succeeded in selling a record volume for a month generally regarded as slack.

With the intention of clearing winter stocks, selling new merchandise and putting new life into February sales that would establish a precedent, the Frank & Snyder Co., Eleventh and Market Streets, in December called a meeting of departments heads and executives to discuss ways and means of surpassing the large volume of the February sales of 1921. H. L. Bernbaum, general manager, and Miss R. E. Kline, advertising manager, attended the conference, the object of which was thoroughly explained. It was announced that it had been decided to turn the store over to a committee of buyers and managers for a period of two weeks in February, the sole object of this committee to be getting the business and forgetting costs and profits.

## Something Unusual Every Day

Buyers were asked to make suggestions freely as to what merchandise they thought would have particular pulling power for the proposed sale and were told that practical ideas would be most welcome.

Their full cooperation was sought in making this event, which was to be especially theirs—a "buyers and managers' sale"—a notable success. The basic idea was to schedule something unusual for every day of the sale and to offer unusual values in merchandise on which prices would be greatly reduced.

Actual preparation following this initial meeting did not begin until three weeks before the sale. A committee of five buyers—the "go-getter," or steering committee for the sale, to whom the February business was given in charge—was appointed and requested to work closely in conjunction with the advertising manager. No one would have to "fight for space" in the newspaper publicity for the occasion. It was to be a period of reduced advertising space in the dailies, in comparison with the corresponding period for the previous year—one-third reduction, in fact—but a campaign of greatly intensified publicity and more striking effects. Where two-page spreads had been run the previous year, single and three-quarter-page displays must suffice.

## Advertised Personalities

For the opening announcement, the day before the sale, it was decided to run the photographs, names and positions of all the buyers in the store and to constantly repeat the buyers' pictures with statements of what they had to offer, the idea conveyed being that whenever a customer would see the buyer's picture, it could be depended upon that he or she had to give a special bargain of which that buyer could be proud.

In fact, photographs of the buyers, as vouching for the merchandise in their care, sounded the keynote of the buyers' and managers' sale. They appeared in 15-inch circles on red art placards and posters in the show windows and throughout the sections of the store, reinforced by smaller cards. Some of the placards, in addition, bore brief announcements by the buyers. Particular care was taken with the store decoration. The com-

pany's delivery trucks bore announcements of the event, and girl employees used the telephone to remind customers of it.

## Value of Offerings Judged

The sale required unusually careful merchandising, as remarkable values were to be offered at greatly reduced prices, in addition to moving winter stocks in the clearance. The first step of the committee of buyers was to compel the offerings to be sold to be brought to the office in order to be judged as to their exact value.

It was a rigid and exacting test. If the

men's and boys' apparel and furnishings was offered to the public.

## Hour Sales Worked

And there were "wheels within wheels" at this sale. As special inducements to bring in the crowds, "hour sales" of men's and women's garments and gloves were held on the two Fridays, with a special on the opening Saturday. The Friday "hour sales" started at 10 in the morning, lasting only till 11, when a return was made to normal prices, or at least prices higher than the figures slated for the hour. The racks and tables assigned to hold the "hour sale" merchandise remained uncovered until 10 and all the items were sold either at cost or lower. This device proved a remarkable business bringer, used in conjunction with the big sale. Then there were also "combination sales" of the usual dollar type.

## Bargains in Every Department

The crash in the price of garments and other merchandise in the big sale included such reductions as \$45 dresses sold for \$14.75 and \$16 jersey suits for \$6.75. Bargains extended to every department in the house and there were opportunities in gloves, children's hose and rompers.

The general results of the two weeks' sale were thoroughly gratifying, in that a new record was made in the volume of February business; "snap" was injected into a usually dull month; new spring merchandise was introduced and winter stocks were virtually swept out, leaving space and energy to be devoted to March sales, as well as the impetus a successful sales event usually leaves behind it.

**An Event That Will Arouse the City**  
Beginning Thursday, Feb. 2, at Frank & Seder

**BUYERS & MANAGERS**

**SALE**

Last February we broke every previous record for volume of sales for the month in the history of this store

\*All times that conditions are not normal, we called a meeting of our department heads and executives two months ago to discuss ways and means of meeting the uncertain business of last February. As a result we decided to turn over to a Store Committee, composed of those of our buyers, the responsibility of "Pulling Over" a record volume in February. Stock-taking has been finished, and the store prepared every restriction as to the prices each Department Head should reach his or her merchandise.

**The Sole Job of the Committee is to "Get the Business"—Forgetting Costs—Forgetting Profits—**

The first step of the Committee was to compel the offerings to be sold to be brought to the office in order to be judged as to their exact value. It was a rigid and exacting test. If the

The sales organization has been planned on its master plan to reach the greatest number of people possible. The store is open from 10:00 A. M. to 10:00 P. M. every day. The store is open from 10:00 A. M. to 10:00 P. M. every day. The store is open from 10:00 A. M. to 10:00 P. M. every day.

**Hundreds of Hundreds of Dollars' worth of Women's and Misses' Coats, Dresses, Suits, Skirts, Furs, Millinery, Wools, Underwear, Hosiery, etc., as well as Men's and Boys' Clothing, and Furnishings are to be thrown to Philadelphia at Prices that will be a Revelation to the Buying Public.**

—We are ready. Watch Tomorrow's "Bulletin"—and then be here when the doors open at 8:30 on Thursday morning.

**FRANK & SEDER**  
Eleventh and Market Streets.

department buyer did not have the right merchandise to offer at the right price, he was sent to the market to get it. If merchandise was not low enough in price, or high enough in value, it was rejected. The entire organization was on its mettle for days prior to the beginning of the big sale. Meetings between buyers and their associates were frequent, and every employee worked and planned to get record-breaking business for the month.

When prices had been fixed and all the merchandise assembled, hundreds of thousands of dollars' worth of women's and misses' outer and under wear, hats and shoes, and

## Vote-Seeking Kids Boosted Business

**F**OR several years past the Steele-Smith Dry Goods Co. of Birmingham, Ala., has conducted a voting contest every holiday season in which 500 toys of every kind and description are distributed free among the children of that city. Two hundred and fifty presents go to the girls and 250 to the boys.

In the first place, it is necessary that all children entering the contest visit the store and register their names. Upon doing so they are given 50 complimentary votes as a starter, and thereafter are given one vote with every 10-cent purchase, 10 votes with every \$1 purchase, etc. The main idea is, of course, that the children in the contest incessantly urge their friends and relatives to patronize the Steele-Smith Co., and the children's influence has its effect naturally, the additional volume of business amounting to many thousands of dollars. The customer making purchases will nearly always cast his or her vote for the favored child.

A few days before Christmas 250 toys of more or less value were distributed to the girls and 250 to the boys, these going to those on each list who had received the largest number of votes.



# Parade of Brooms on Buyers' Shoulders Told Everybody About "Clean Sweep Sale"

Cost Just \$100 to Do It, and the Result Was Fine Business Every Day of the Sale. Sold Only on Second Floor and to Ad Coupon Holders, So Women Saw Ads and Store Displays

How does a successful store put over a satisfactory clearance sale?

How much should it increase its advertising over its normal appropriations?

What special stunts should it use to bring the crowds into the store?

How should the store be decorated for the event?

These are some of the questions that every women's specialty shop or department store manager faces whenever he considers the proposition of putting on a special clearance sale.

Of course it is always interesting and instructive to learn how other stores answer these questions, so it will undoubtedly be worth while to inspect the way in which the Frank Dry Goods Co., Fort Wayne, Ind., recently put over a particularly successful clearance sale which embraced a number of new and novel features.

## Brooms Typified Sale

This store's sale was called a "Clean Sweep Sale," and for the purpose of emphasizing the nature of the sale the store secured a hundred dozen corn brooms and sold these at 21 cents each, at a loss of \$100 for the entire lot, for the purpose of securing some extra advertising for the affair and for the additional purpose of drawing people into the store. These brooms were sold only between 9 and 10 o'clock in the morning and between 3 and 4 o'clock in the afternoon, and they were sold only to folks who clipped a coupon from the store's newspaper ads entitling them to a broom at the price quoted. Also the brooms were sold only on the second floor, thereby making it necessary for all the purchasers to walk through the entire store and see all the goods offered.

And here was one of the particularly good advertising features of this sale of brooms—the brooms were not wrapped and

were not delivered. Consequently, during the hours at which the brooms were offered for sale the down-town streets were filled with folks carrying brooms and as each broom carried on the handle a label bearing the firm's name in big-sized, very evident type, the store secured a tremendous amount of advertising from this stunt.

## Hour-to-Hour Sales

In addition to the use of the brooms to get folks into the store the store also adopted the plan of having special hour-to-hour sales during the early hours of the morning. The goods offered at these special sales were changed from day to day. On the opening day silk waists were offered at \$1 from 9 to 10 o'clock and petticoats, tie-back sweaters and middies were offered at special prices from 10 to 11 o'clock.

Of course the store was specially decorated for the event. The decorations consisted for the most part of streamers bearing the words, "Frank's Semi-Annual Clean Sweep Sale" strung across the aisles. Also these streamers were displayed to good advantage in the show windows. In the store, too, the brooms were attached to the corners of counters and signs were placed on them directing folks to the second floor department where the brooms were put on sale.

Naturally all this promotion work had the desired results. The store did a fine business every day of the sale.

## "Buy as You Sell" Helps Bring Farmer Trade

To buy what the farmers raise in one's immediate neighborhood has been found an excellent idea by many a retail store keeper in a farming community. A commission house is, of course, the medium by which the money of the community is kept there. The store provides a market for everything the farmers raise, by means of this commission adjunct. To take whatever the farmer has to offer, whether it be cord-wood, butter, eggs, or what not, and to either buy it outright or sell it in a nearby market, has been found a valuable business help. While it savors a bit of the old time system of barter, it is not that at all, for the farmer receives cash for his products, and in return pays cash for what he buys—preferably, of course, to the store which has provided him with an outlet for his products.

This ad from the Davison-Paxon-Stokes Co., Atlanta, Ga., shows more than an eye-catching lay-out. It offers an excellent example of merchandising, two departments which are, or should be, closely related. The reader cannot help associating fabrics and new clothes immediately she sees the ad, and if she is not in the market for ready-to-wear, she is a good prospect for silks. The illustration is unusually good, too.



EVERY LIVE IDEA YOU USE IS ANOTHER NAIL IN THE COFFIN

## "New Customers' Week" Goes Out After 'Em

From the advertising specialists of Marshall Field & Co. comes the thought of "New Customers' Week" to take its place among the various "weeks" which follow each other in such variety. The idea is advanced that retail merchants should not only accept trade that comes to them, but that they should make people trade with them by going out of their way to serve them. New customers are gained by telling them of the advantages to be gained by trading at the store in question.

They are told that they can get as much for their dollar at their own store as they can by sending to far away mail order houses. This idea is advanced through the most appropriate mediums of advertising, and is also explained by the salesperson who presents to his prospective customer the ideas of quality merchandise, low prices, and quick and courteous service.

The Marshall Field & Co. idea is to tell each customer of the guarantee that covers every article sold, and to impress upon him that the store is pricing merchandise at a fair margin of profit so that quick turnover will help to increase business for the year. At the same time the idea should be given that low prices do not mean cut prices at the sacrifice of quality.

Always to have on hand what the people want when they want it is the aim of every merchant. He should measure his business not alone by the number of dollars in his cash register, but also by the service he can render his customers.

## Watch 'Em Jam a Homey Corner Like This

A Middle Western store has developed a quaint and trade-pulling corner in the "Martha Jane Pantry Shelf." There customers buy attractive small jars of jellies, jams, pickles, baskets, attractive baskets of food, etc., with cheery little verses which make charming gifts for hospital or sickroom visitors. The corner is quaint and unforgettable with its latticed window, window seat and pantry shelves in Delft blue.

How your women customers would react to something like that! And men too, who remember "the kind mother used to make."

**New Spring Voiles**  
Finest quality of Voiles, made in France. Colors and designs to suit all tastes. Price \$1.00 to \$2.00.

**Davison-Paxon-Stokes Co.**  
New Spring **SILKS**  
Of Wondrous Beauty and At Remarkably Low Prices  
And as for Quality—the market affords none that are superior to the items listed below.

Chiffon Tulle	\$1.39
Georgette Crepe	\$1.98
Impairedorgette	\$1.29
Castile Crepe	\$3.89
Seam-Stamped Tulle	\$5.00
Foulards	\$2.90 to \$2.50
Skirtings	\$5.99 to \$6.00

**Spring Underwear**  
Special  
Washable Cotton Underwear  
New Spring  
**Ginghams** 9c Yard  
**Indian Head** 24c Yard  
**Duretta Cloth** 20c Yard

*Spring*  
Announces its Annual with a Brilliant Company of Smart New Tashions & Fabrics

Four Fashionable Categories in This Latest Illustration: 1. New Spring Dresses—2. New Spring Suits—3. New Spring Coats—4. New Spring Skirts

**New Dresses**  
\$35.00, \$30.00, \$50.00, \$60.00

**New Skirts**  
\$18.00, \$42.00, \$50.00, \$60.00

**New Suits**  
\$10.00, \$29.00, \$35.00

# "Just Received" Cards Bring Quick Response

"Just Received" cards are used by Carson, Pirie, Scott & Co. of Chicago, to notify certain customers of the arrival of new goods in which they may be interested. The "live-wire" customers naturally respond to a card with the words "Just Received" printed as a heading and followed by a very brief typed or long-hand description of the merchandise. An ordinary typed letter or a circular might not be read at all, but the "Just Received" card hits the customer "right in the eye." It takes him or her only half a jiffy to absorb the information it contains. This is saved, and the story is put over more effectively than if a more elaborate method was undertaken. Waste is eliminated, as every message reaches the person for whom it is intended and is understood immediately. There is a pleasant touch of flattery to the "Just Received" card, for the customer feels that he is being shown a special favor, and after receiving one or two of the cards, awaits them with interest, regarding them as news, and considering them far more personal than he would an ordinary letter.

Naturally a very active list of responsive customers are the ones to whom these cards are mailed.

# Little Local Interest "Takes" Like House Afire

To give your ads a local interest adds to the reading power very much. Here are some simple, easily applied suggestions:

1. Lay aside odd corners of the ad and devote them to bits of information in sentences and paragraphs like these:

"It may interest you to know that there are an average of 12 children between the ages of 8 and 14 years to each block in our city." (Either say "our city" or use the name of the town. Preferably the latter.)

"You have never counted them, of course, but in our town there are 105 brick houses. Next time you ride or drive about, notice them."

"The local ticket agents tell us that they sell on an average 3000 tickets a month here. This indicates that a good deal of traveling centers here. We thought it would interest our towns-people."

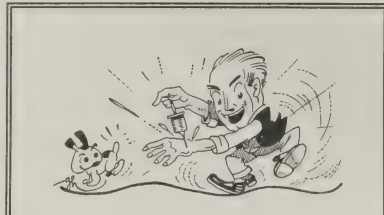
"Last year 150 people had vegetable gardens in —. That is pretty good for a population no bigger than ours."

"How many people do you think own automobiles here? You'd be surprised. There were 1060 registered last year."

These are just samples. You see, they are little things but easy to get if the adman is alert and sees the local-interest value of these little "Local Almanac" touches. A store, especially in a medium-sized city like fifteen to twenty thousand, could soon center a peculiarly tenacious kind of interest in its ads by doing something like this: A set space like the one the newspapers use for the weather forecast would add to the value of this idea.

Any store wishing to could have these local items printed or lettered on small placards and paste them on the inside of

a main street window. It is wonderful how people get into the habit of looking for things like this after they once become interested in them. It costs nothing and does a lot. The fact that every line of the usual ad is devoted to selling something makes this idea, if used consistently, stand out like a house afire.



**A-A-A-H!**  
**NOW SHOW ME THAT BUNCH OF PESSIMISTS**

# Get First Licks at New Office People

Washer Bros. of Fort Worth, Tex., believe in creating good-will for their men's clothing and furnishings business—and are doing it effectively. When anyone opens a new office in town they supply "Don't Park Here" paperweights for each desk—miniatures of the warning signs employed by the traffic department on the sidewalks of Fort Worth. The warning is printed on cardboard an inch in diameter, mounted on a little wooden stick three inches high and fastened to a small iron base.

# Fine for Almost Any Anniversary Sale

Here is the way a fiftieth anniversary sale was conducted. You might carry out the scheme for an anniversary of twenty, thirty or forty years, and find it turns out to be a tremendous success just as it proved to be in this instance.

A week prior to the appearance of sale ads a series of blind ads began. Each was in a single column, but set sideways, and announced simply, "It Took Fifty Years." After several days the words "to prepare" were added, and just before the sale advertising proper started, "It Took Fifty Years to Prepare for This Sale."

Then came a set of five-column, fifteen-inch ads, run for the purpose of featuring the store as the oldest in the State. One of them reproduced actual signatures of pioneer citizens of the town and another showed pictures of the store, thus showing how different its appearance in 1871 and in 1921.

The day before the sale an eight-page ad was run in the morning paper, to enable customers to look over the bargains a day before they were put on sale. During the sale ads of one to four pages were run.

The store was decorated in gold and white, both inside and out. Black and gold signs were on all delivery vehicles and signboards. Fifty candles—electric lights—were arranged on the outside walls.

A huge birthday cake was cut and pieces distributed to customers on one day. An especially attractive window display was arranged from merchandise which customers of many years ago had bought at the store, including clothes, clocks and many other articles.

# Local Pride Invoked to Sell City's Goods

THE buying power of any community is, of course, largely dependent upon its industrial conditions. Merchants who are interested in improving business relations in their immediate vicinity will find interest in the "Made in Los Angeles Sale" held by Jacoby Brothers to stimulate the store's volume of sales.

Each year the Los Angeles Chamber of Commerce holds a monster exhibit of locally manufactured merchandise. These have not always been to the entire liking of the most enthusiastic Angelenos, as several of the local representatives of "foreign" manufacturers also display their wares.

Buyers were, therefore, instructed to ascertain what commodities on sale in their departments were produced by reliable manufacturers in Los Angeles. A survey of the store from top to bottom indicated that only cotton and silk yard goods and leather shoes were not made in that city.

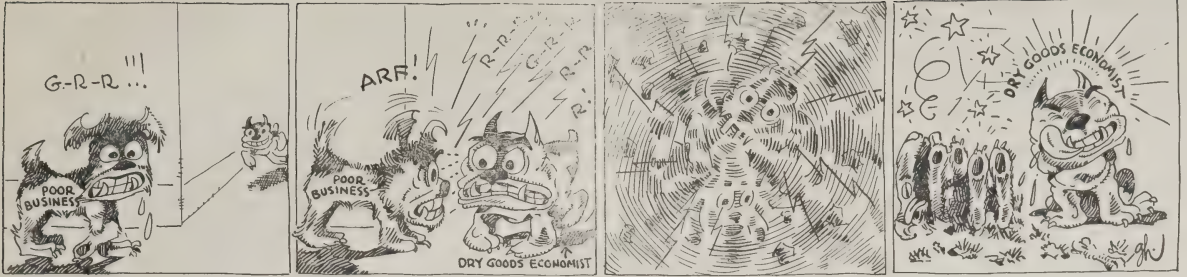
A letter was sent to each manufacturer stating that if he was willing to work on a closer margin of profit than usual, Jacoby Brothers would be ready to do likewise on any dependable merchandise. The matter was to be entirely voluntary; manufacturers would not be expected to disturb their present channels of distribution or suffer loss; but here was an opportunity to show the inhabitants of Los Angeles what actually was manufactured locally.

**April "Bargain Showers" at the Cash Store**

<p><b>Popular Wash Fabrics</b></p> <p>19¢</p>	<p><b>Linens, Domestics</b></p> <p>23¢</p>	<p><b>Plain and Fancy Silks</b></p> <p>\$1.29</p>
<p><b>New Black and White Hats</b></p> <p>4.95</p>	<p><b>Women's Pumps and Oxfords</b></p> <p>\$5.99</p>	<p><b>Men's Underwear</b></p> <p>50¢</p>
<p><b>Wall Paper</b></p> <p>15¢</p>	<p><b>Suits</b></p> <p>\$17.50</p>	<p><b>For the Garden</b></p> <p>75¢</p>
<p><b>New Dress Goods</b></p> <p>1.95</p>	<p><b>Women's and Misses' Chic Jersey Coats</b></p> <p>\$5.95</p>	<p><b>Men's Underwear</b></p> <p>50¢</p>

A quite plain but effective way of advertising a large number of items on which the leading price figures are to stand out.





## Relay System Assures Customers Visiting Other Departments

One of the chief difficulties of the department store—the difficulty of getting customers to proceed from one department to another when making purchases—has been successfully overcome by the well-known English store of McIlroy's at Henley. The firm has recently introduced the relay messenger system into the store for the convenience of customers.

Messrs. McIlroy do an extensive "club" trade—a system by which the customers pay into the club weekly for checks approximating in value up to \$10 or \$20. When these checks come to be changed at the store for goods the customers naturally wish to visit several departments, and it was particularly for the needs of these clients that the system of messengers for conveying customers from one part of the premises to another was instituted.

The messengers are stationed at central booths on each floor of the building and can be summoned by the customer by pressing an electric bell, a number of which are scattered about the store at the entrances to departments, near the elevators and staircases and at other convenient points. In the messenger booths are indicators which, connected with the electric bells, tell the guide exactly where the caller is standing.

Thus, when a customer has completed her purchases in one department and wishes to proceed to another, all she has to do is to ring one of the electric bells and one of the messengers makes her appearance to conduct the customer wherever she wishes to go.

Mr. McIlroy says he is delighted with the system, for it serves a twofold purpose: Time and trouble are saved shoppers, while the assistants need no longer lose contact with their respective departments after serving customers in order to "show them the way."

## "Anniversary Sale Daily" a Puller

In celebration of an anniversary, an entire month was given over to a series of daily anniversary sales by a Pennsylvania store. Everything was planned in advance for a specific department to contribute some certain article to be sold at cost price on a specified day, so that some department was selling something at cost every day. It was advertised in the papers as a "daily anniversary sale," and a neat illuminated

sign was placed in the section where the special sale event was in progress.

The idea worked so well, it was decided to hold a grand climax on the last day of the month with every department in the store contributing some article to be sold at cost price. A page of space was taken in the newspapers for an announcement of the event and the store was thronged with customers. It was the biggest single day's business in the history of the store.

## Girls' Sewing Class Means Future Sales

All mothers who attended the dressmaking school conducted by the Skillito Company of Cincinnati, Ohio, were invited to enroll their little daughters in the girls' sewing class run by the store every Saturday morning. The only requirement for entering the class was the purchase of a pasteboard doll for thirty cents and the material for making dolls' dresses, which amounted to ninety cents. Some idea of mother and daughter interested in dressmaking and fabrics at the same time—just another case of "get them while they're young."

## "Mere Man" Wants Toilet Goods in His Own Section

In this age of feminism, Mere Man will appreciate a little attention in the way of toilet requisites, and a New York department store has evolved an idea which worked so well that it is worth passing on. In an aisle which was otherwise devoted to men's clothing and haberdashery, there was staged an impressive display of toilet articles which gained in appeal from being shown in conjunction with men's goods and in a locality where men expected to find stocks which appealed especially to them. It was possible in this special New York case to allot only a limited space for the display, yet a comprehensive offering of articles for men was made. The items consisted of such necessities as razors, strops, whisk-brooms, talcum powder, shaving and toilet soaps, brushes and kindred articles.

## "Ku Klux" Rider Surprised City

"You'll be surprised!" was the warning on a banner which a masked rider bore about the streets of Richmond, Va., not so long ago. The rider appeared daily, and the same slogan was posted on billboards all about the city. Finally it was learned that the campaign was a forerunner of the ninth anniversary of the Weisberger Co. On the day the sale began, special bargains were offered all over the store, and each one was designated by the same exclamation, "You'll be surprised." The curiosity aroused by the preliminary campaign materialized in tremendous business during the period of the sale.

## "Stay-at-Homes" Buy Vacation Goods, Too

Vacation helps not only for travelers, but for stay-at-homes may be covered in interesting booklets that invite immediate sales of such necessities. For the travelers there is a comprehensive list of things that will be needed for seashore or camp, as well as suggestions in packing. The stay-at-home booklet gives important advice for the transforming of the house into its summer guise, and suggests summer floor coverings and accessories that will make the house seem cooler than it really is, on the hottest days. Both of these booklets are excellent as well as comprehensive selling helps. They have achieved real results where they have been used.

Member last year? That Shirt Sale!  
Bigger than Washington's monument!  
Again tomorrow morning at 8 o'clock!

# 11,281 SHIRTS

Woven Madras, Oxfords, Pongee  
Not a "Print" in the Lot



To make it the greatest illustration ever held, the reductions from "regular" are something—the savings immense. The price

**\$1.35**  
6 for \$8  
(Sizes 11 to 20)

### Every Shirt Perfect!

Materials Usually Found Only in Specialty Selling and a Great Deal More

Woven Madras, Oxfords, Pongee, etc. 12 1/2 to 20  
Woven Pongee, etc. 12 1/2 to 20  
Woven Oxfords, etc. 12 1/2 to 20  
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Woven Pongee, etc. 12 1/2 to 20  
Woven Oxfords, etc. 12 1/2 to 20

"MERE MAN" was the slogan of the great sale. The slogan which is here for a limited time, there is nothing to be surprised at. We have planned a sale, complete, that is a real one. We will do our utmost to make the sale the greatest ever held. The reductions from "regular" are something—the savings immense. The price

The sale starts at 8:00 Thursday Morning

## LANSBURGH & BROTHER

Direct Street Entrance to Men's Shop-Off Seventh



Striking is no name for this! It hits right out at you. The illustration has interest. It is not merely decoration. It sells shirts. A splendid way to catch men's business, since the appeal is very masculine.



# Store Sales League Scored Lots of Runs

A competitive one-day sale in which the merchants of a town take part, reaches the very height of cooperation and community spirit. Each store taking part in the sale offered special bargains for the day, and all of the advertising appeared in one newspaper. To make the competition still keener, some stores divided their salespeople into "teams" and pitted them against each other, offering \$50 as a prize to the winning team and \$10 to the salesperson turning in the greatest sales. The contest was scored as a baseball game, each \$500 in sales entitling the team making it to one "run." The score-board in each store was divided into nine frames or "innings," each representing one hour that the store was opened for business.

Naturally the sale or season could be extended to run any length of time, and in a large store a "league" might be formed and the daily percentages figured as in baseball. The average sale in each department should be accurately figured in the interest of fairness. For instance, if the average sale of the notions department is \$1 and the average sale of the linen department is \$4, then the linen department quota should be four times that of the notions department.

## Monthly and Weekly Dollar Days Force Volume

Symons Department Store, Butte, Mont., has found it advantageous to hold a dollar sale every month since February, 1921.

The main feature of each sale is to offer a

### Ticketed Samples on First Floor Showed Customers Where Bargains Waited

A feature which proved itself worthy of note in a New England store's sale was the method of directing customers to the departments where sale merchandise could be had. A number of tables were set out in the garment department on the second floor on which were displayed samples of anniversary day bargains from all departments. The sales force and general help inspected the assembled bargain department on the day before the sale opened. All the articles displayed were ticketed to indicate the department and floor where they would be sold.

The tables were maintained during the sale, with an information clerk in charge to direct inquirers to the departments desired. This idea acted very noticeably toward greater sales through suggestion. Close tabs were kept on the inquiries and the resultant inquiries at the departments where the goods were sold.

larger number of items at a dollar, display them more strikingly and give values a trifle more attractive than the preceding month.

The usual daily page advertisement is replaced by the general dollar day ad. Dollar days always take place on Monday and are advertised on Sunday. The appropriation approximates one and one-quarter per cent of the day's sales.

Merchandise is specially bought for the

A Springtime Savings Opportunity—Stimulate in Its Scope—Reveal Bargains in Its Values

Buffum's Complete Front-Page Section of the

### LONG BEACH PRESS

SATURDAY, APRIL 30, 1922

We Enthusiastically Herald to All Southern California the Announcement of

## Buffum's Annual May Sale.

Thousands of New People Will Arrive in The Store Because of A Remarkable Sale, Held in The Store

50 of the Popular Knitted Capes and Velvet Jackets. Special for Monday, at \$15.00

Obtain in Head of an Enormous Reserve Purchase

Another Lot of Beautiful Spring Dresses at \$22.50

A Special Feature of the Sale

All Wool Jersey Suits at \$17.75

Buffum's  
Junior's & Men's Co.

Here is a May sale ad where a few illustrations are made to go a long way. The type is well used to give an illustrative effect, and the balance is good.

sale, and while an effort is made to yield a profit on all items, there are some that are used as leaders. No phone orders are accepted.

The items to be sold are grouped in the stock rooms and are placed on the counters on Sunday, when the girls come down to the store for an hour. Store opening is delayed one-half hour until 9:30, so that the final finishing touches may be made.

### Red Paint Hit the Eye

On March 6 a very successful sale took place. For two days previous a gigantic "number 1" preceded by a dollar sign and painted red was placed on the main floor. The Sunday ad contained in the center, also printed in red, a big "number 1" on which appeared in red "Symons Dollar Sale." At the same time the display cards in the windows were illustrated with red paint.

Always, windows are dressed to harmonize with and push the sale. By 8 o'clock of the Saturday before, the items to be sold appear in the windows, which are kept in this condition until Monday evening.

The sales have always attracted big crowds that block the sidewalks before store opening, even during the depressed business conditions when the copper mines and smelters in and near Butte were closed.

### Departmental Dollar Days

One novel development is a strictly departmental dollar sale taking place every week that is confined to one department alone.

The general store dollar sale was so successful that at the beginning of February the Symons store determined to test out a dollar day in one department alone. Since then every week the men's furnishing drapery, white goods, domestics or some other section has been featured by an ad that announces an exclusive dollar day to be held in that department. Usually about twenty-five items have special prices in these sales.

## "L. Q. Sale" Peps Up Odd Slack Hours

A California store holds a unique sale every Friday, the like of which is run by no other store in the city. This sale is called "L. Q. Sale." The two initials stand for Limited Quantity, but city folks have become so familiar with what such an event implies, that no interpretation is needed. The exact number of articles offered in this weekly sale is always plainly stated by the advertising manager in his announcements. If the number happens to be a moderate one, as it usually is—there is a rush for the particular bargain counter the moment the store opens. Customers like it and the store heads like it because it cleans out specials during the slack morning hours.

## Simple Scheme Assures "Suggestive Selling"

Pepping up selling in the store of an Ohio firm has been done with remarkable success through a little device worked out by the head of the sales promotion department.

Each member of the salesforce is provided with a copy of a form giving, in columns reading from left to right, the following information: Date, merchandise requested, amount sold, additional goods suggested or goods substituted, amount sold, total sales.

Each one is required to make regular entries on this form and to turn it in to the promotion department at the end of the week.

The idea is to assure the following out of these rules: No customer must be permitted to leave the store because the merchandise requested is not in stock without the salesperson offering or suggesting a substitute; no matter what a customer is sold, additional goods must be suggested to her.

A good deal of rivalry has sprung up as a result of the system, and prizes are awarded to members of the salesforce showing best results.

## Every 58th Sale Free

For a number of years the Auerbach Co., Salt Lake City, Utah, during their anniversary sale, have given free the sale corresponding to the number of years they have been in existence.

Every time a customer makes a purchase (either cash or charge) the sales check is sent in a pouch to a central cashier's desk. A special cashier is in this cage, who counts these closed pouches as they come in from the various departments (except groceries, meats, phonographs, patterns and C. O. D. purchases) throughout the entire store. This cashier marks each fifty-eight pouch as a "free purchase." This fifty-eighth pouch is then opened and the sales check is stamped "paid," no matter whether the amount is 10 cents or \$1,000, and the merchandise presented to the customer with the compliments of the Auerbach Co. Should it be a cash purchase, the money is returned at once in the pouch to the customer. If it is a charge purchase, the check is simply stamped "paid." In either case, the merchandise so purchased is given to the customer absolutely free of charge.

To insure absolute fairness in the above plan, the special cashier who counts the pouches is chosen by the daily newspapers.



# Three Ways to Make Dull Spots Shine No Matter How Slow Things Are

“Bright Spot Table,” “One-Day-Specials Corner” and “Magic Value Tables” Are Antidotes for Any Degree of Slackness

“WE have tried a good many stunts. These bring people in usually, but it is difficult to trace any permanent value derived from them. Is there any way to create real interest in certain lines or departments and keep it up for several days? We are losing faith in cut-price sales.” (Excerpt from a recent letter from a retail merchant.)

Many other merchants are in the same boat with the writer of the above. They need increased sales and would like to get them without sacrificing all their natural profit.

What these merchants really want is a selling plan, the details of which are interesting in themselves, aside from the natural interest the customer has in the goods featured. Also, such plans ought not upset the regular advertising and sales effort throughout departments not participating in the special event.

Here are the details of these practical plans applicable to special selling purposes. Read the descriptions and then study your own needs. One of these plans is sure to fit your needs one way or another.

## For a Dull Corner in the Basement

Almost every department store basement has a badly lighted corner in it. Put a long table in this corner and suspend six or eight electric bulbs above the table at two or three foot intervals. Shade the bulbs with a reflector, green outside and white inside, so they will cast a circular glow on spots on the table.

Under each of the reflectors arrange special groups of merchandise like toilet soap, talcum, face cream and other items. Use a bulk price for each lot—like six items for a bulk price of 55 cents—whereas, if sold separately, the group might amount to 70 cents. Put as many groups on the table as space and bulbs will permit and name the table “The Bright Spot Table.”

Advertise this table as a regular feature for three to six weeks. Tell the women to be sure and visit it every time they are in the store, since it carries special offerings every day. This plan fits the sale of toilet goods—the kind which need special pricing. It will fit notions, small wares and even men’s furnishings, especially the lesser priced items. If the plan goes well, it could be made a regular basement department. The idea is that the glow of light emphasizes the items and the bulk price, which should be featured on a card laid flat on the table near the group it fits.

## For an Odd Corner on the First Floor

In most stores there is a first floor space, usually small, under a staircase, in an alcove or at the right or left of an entrance between the main body of the store and an “L.”

Put one long table or three or four small ones, according to the shape of the space, into this corner. Feature on these tables at certain intervals several sets of specially priced items from several departments; not necessarily associated or allied departments.

For example, remnants on one table or a part of a table; millinery on another;

something from cutlery and crockery sections on another; some men’s furnishings, such as odd pattern shirts or broken lines in socks or ties on another table, and so on. The best plan is to use small tables and put only a few items on them, being sure they are timely and extra good values. Call this corner of the store the “One-Day Specials Corner.” Advertise it, give it a little window space now and then and, above all, put one or two clever salespeople in charge of it. The idea is to establish a location in the store which can be used as a detached outlet for price-reduced values from several departments.

The success of this plan depends on the choice of the featured items and the daily changes. In advertising, do not mention the items, but mention the department. Get it established as a place every woman ought to glance at before leaving the store.

## The Magic Values Table

For Short-Period Extra Value Offerings: This plan can be used to replace and improve on the old special selling device known as the Hour Sale. In six or eight departments in different parts of the store, preferably one on each of several floors if there are several, place a table which is different in appearance from the regular run of tables and show cases, but try to have the tables exactly alike, no matter what floor they are on. Call these tables “The Magic Values Tables.”

Have the same merchandise on all of them and all at one price. That is, the table on the fourth floor has gingham house dresses on it for Wednesday. The Magic Table on the first and third floor has the same. The merchandise is priced regularly

## This Practical Stunt Moves Ready-to-wear

An experiment which has been tried out in one large department store for the purpose of disposing of some articles of apparel at low prices, has worked out satisfactorily. This plan involves the transfer of the garments which they desire to dispose of to the ground floor, where they are grouped on tables, or in other convenient ways, and usually they sell very rapidly.

In this particular store the ready-to-wear section is on the third floor, which is relieved by this plan of the “sale” atmosphere. This store is satisfied that more garments are disposed of quickly in this way than if they were advertised as a “sale” and sold in the regular section.

—say, at \$2.50 on each dress. State in your ads that some time during the forenoon of Wednesday of a certain week these tables will suddenly bloom out with a special price like \$1.95 for any of the dresses. (The price \$1.95 may not be the right one for a value worth \$2.50 regularly. The store can make that. This is for illustration only.)

The idea is that women will be on the floor where other goods interest them and will watch the gingham dress table, the Magic Table of that floor, on Wednesday morning. State that the special price will continue in force until noon, or until the dresses are gone, but will return to the regular price promptly at noon of the day announced.

This plan is practical for several kinds of variations of the way just outlined. For a change a week or two later, announce that in the forenoon one thing will be on the tables. In the afternoon, something else. Once this idea is established it will bring results if rightly used.

### Month-End Sales

Start Monday at

## Daniels & Fisher's

Every department is brimful of real bargains for this spring sale. Renewals your home and your wardrobe from the specials listed below. REMEMBER—Each article is the typical D. & F. merchandise, reliable in quality and price.

<p><b>Men's</b></p> <p><b>China</b></p> <p><b>Art Department Specials</b></p> <p><b>Men's Shirts</b></p> <p><b>Men's Shirts</b></p> <p><b>Women's Cotton and Lisle Stockings</b></p> <p><b>Laces</b></p>	<p><b>The "Makings" of Distinctive Spring Attire</b></p> <p><b>Wool Goods</b></p> <p><b>Leather Goods</b></p> <p><b>Women's Fine Kid Gloves</b></p>	<p><b>Luggage</b></p> <p><b>Housefurnishings Special</b></p> <p><b>Swaters</b></p> <p><b>Children's Slips</b></p> <p><b>Women's Lisle Underwear</b></p>	<p><b>Underwear</b></p> <p><b>Shoes</b></p> <p><b>Silk Stockings</b></p>
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## Red Tags and White Elephants Clear Goods

Disposing of the season's odds and ends is a rapid and profitable business at the Wade, Lietz & Grometer store, Aurora, Ill.

Every year this firm stages a great Red Tag Sale. The town is placarded with ads, the newspaper allowance is doubled and red tags of the sort pictured are hung on every doorknob. Then begins the great knockdown.

The original white tag is left on all goods to show the former value and beside it is a red tag giving a price so tempting that none can resist.

After the sale has run for a certain length of time so that practically everything is disposed of except undesirables, they stage a White Elephant Sale.

“White elephants” in a store are costly because of the shelf room they consume, and this firm has found it more profitable to let the things go for next to nothing than to carry them over from year to year.

Here's an idea of what can be done with a few straight lines to make an ad of a number of items look right out of the paper at you. Its very simplicity commends it. It is easy to read at a glance. A very goodlooking ad with little illustration. Dignified and effective.

# Maybe You Need Your Own Newspaper. These Stores Made It Pay in Sales

Honest-to-Goodness Papers, One with Paid Circulation of 13,000. Have Cartoons, Special Correspondents, Police Court News, and Everything. It Really Pays, Too.

Do your local newspapers reach the people you want to reach? Or are these people so situated, in farming or other outlying districts, perhaps, that you must get your message to them some other way?

In one locality only five per cent of the farmers were accessible through the newspapers, and it was decided by the management of a progressive retail store, to cut down the newspaper advertising and try something more direct and effective.

A weekly newspaper was decided upon, to circulate among 3000 families.

It was regulation newspaper size, eight columns wide, but there was only one sheet. On one side was a full-page ad from all store departments, and on the other a newspaper heading under which ran the news and happenings of the store. This issue, sent under a one cent permit, had a circulation of three thousand copies.

Knowing that people would soon tire of the novelty and come to think of it as nothing more than an ordinary advertisement, it was decided to publish an eight-page paper weekly. In the enlarged paper were many new features. Correspondents were secured in the three counties from which the store's trade is drawn. Self-addressed and stamped envelopes were sent to about fifteen rural correspondents, who were only too glad to send in the news from their respective localities. In addition to this service, news concerning the city, county, State and nation is presented in a concise manner. Cartoon services liven the paper and a column of jokes adds humor. Editorials, a children's section and a column for the store force also are included.

But the page that is read most is the want ad page. Farmers insert their ads free of charge and many a cow has changed owners, many a hired man found a new job through this page. Over three hundred want ads were published in a recent issue.

A reporter makes regular visits to the Court House, City Hall, Police Station and other points where news is available. Politics, however, are taboo, at least as far as partisanship is concerned.

The present circulation is 13,000, with new subscriptions coming in daily. To place it in the mails under second class rating and to lower the cost of publishing a subscription price of \$1 a year is charged. People pay it gladly, and many letters come in declaring it to be better than any other weekly in the county.

A similar scheme was tried out in a little country town in the West. The enterprising store in this instance was entirely dependent upon the farming trade and surrounding towns. While there were two weekly newspapers, they reached only 1800 to 2200 and the store wanted to reach 5000 customers in this area.

A co-operative arrangement was decided upon with the newspapers. They supplied figures on a four-page paper with the front page solid news, practically the same as in the regular paper. The price was \$150 for a 5000 run. Postage brought the cost to \$200.

It was proposed to carry a page ad for the store and then charge enough for the balance of the space to reduce the cost for this page

to \$50. This worked out all right.

The paper is distributed free. Its advantage is that it has some real interest in it, instead of being purely an advertising circular as are so many co-operative papers. In this instance also, an especially attractive

feature to readers is the free Want Ad column.

Business has been pulled from thirty-five miles away, right through several towns much larger than the town where this progressive store is located.

## Shifting Rug Stocks Makes Old Seem New

It is a good idea to shift the carpet and rug stock around a little now and then.

Customers who come into the department and go directly to the old, familiar corner usually go there expecting to find it occupied by the same old lines that have been there as long as they can remember. They will not be annoyed at finding a change; instead, they

will be impressed—the very fact that you have something else where they expected to find Wiltons (perhaps) will cause them to ask where the Wiltons are.

That's the beginning of a sale, getting a customer to ask where certain goods are to be found. Suppose that customer went to the corner and found the Wiltons there as usual, she would be apt to think, "I saw that rug the last time I was here." In the event of this happening, would a sale result as readily as in the case of her failing to find Wiltons at all where she expected to?

Putting the piles in new locations gives the line an appearance of freshness and newness that adds much to the desirability of the goods.

## A Neat Little Scheme for Kitchenware Selling

A show window for kitchen utensils may be made interesting and a real business getter by putting a low table or a set of shelves like stairs into a window and, starting at the right-hand corner or the right end of the lowest step, put the smallest cooking utensil in stock. Next to it, and so on up to the top (if the stair idea is used, or around the table), place the utensil next in size until you have a complete exhibit of kitchen cooking utensils. Leave a space either in front of the lowest step or to one side for a placard. Put something like this on it: "Here are twelve of the most commonly needed kitchen utensils in any kitchen, mounted in order of importance, commencing with the frying pan. The prices run downward in the order of the utensil least used. Notice there is only one price ticket in the window—\$1.75 for a skillet. Figure out for yourself what the entire set can be bought for in our house-furnishings section. Then come right in."

Most women know that, day in and day out, the skillet or frying pan is used most often (or some other utensil, which one is unimportant), and then are likely to stand and look at that display until they really begin to see things they need for the kitchen.

## Gifts and Draperies Seem Queer Partners But It Pays

The linking up of different departments is a means which a Middle Western store has found effectual in promoting sales. A member of the firm says: "We have put the gift goods alongside of the draperies because so many of our customers buy frames and goods from us and make up lamp shades for their friends. Since we brought the two departments together we have sold a large amount of drapery fabrics for lamp shade purposes and we supplement such sales often by suggesting that the customer make sets—include table and bureau scarfs and other small pieces.

"By proper presentation of short lengths we dispose of remnants at a profit instead of as in former days, losing money on them.

"Close at hand is our tea room, which has become a regular meeting place for our women customers. From the tables they can see some of our drapery goods and this frequently leads to sales. We don't look for a profit on the food we sell—so long as the tea room brings the women to the store we are more than satisfied, as they always see things that they want."



## "Power Farming Day" Brought 'Em in from Miles Around

### Prizes for All Sorts and Sizes, a General Good Time, and Desirable Dollars Rolling in

A community day with attractions so potent as to bring all the country 'round into town, was staged in Appleton, Wis., on April 12, and was such a success that it might be tried out with profit elsewhere. As in everything else, co-operation was the middle name of Appleton's great day, the merchants working together wholeheartedly to assemble such a list of attractions that the farmers just couldn't stay away.

It was really a "Ford and power forming" day, and the particular center of interest was the opening of a brand new, big garage by the August Brandt Co. All the festivities, the entries for various contests and the prize distributions took place there.

### Prizes for All Shapes and Sizes

The merchants clubbed together, and produced a great variety of prizes which were given in numerous contests, particular rivalry being shown in the matter of Ford cars. There were prizes for the oldest Ford, the most dilapidated Ford, and the noisiest Ford, as well as for the best load of farm products brought into town on a Ford truck. The heaviest woman coming in a Ford found a prize for her, and there was a bountiful luncheon prize for the largest family driving up in a buggy. A general large family prize was also given, and there was a gift for the oldest woman, and the oldest man as well as the fattest, the tallest, and the shortest.

These prizes covered about everything from ten dollars in gold to a 130-egg incubator, or gratis ten-gallon gas fillings.

In spite of a cold, damp day, and almost impassable roads, the farmers began to arrive in town very early, and the activities commenced in the morning hours. Merchandise certificates were in many cases issued for prizes, and obligated the winner to call at the store giving the prize in order to collect it—and incidentally to do what shopping he cared to.

### A Big Time Had by All

The afternoon program which began at 1:30 in the town armory included band concerts, motion pictures, and lectures upon power farming by half a dozen speakers, equipped with lantern slides to illustrate their talks. Meanwhile the streets were full of "Hick" bands (for which prizes were also given) and gift distributions were in full swing, while necessarily the stores were kept busy with the shopping crowds. Everything seemed to start and finish at the new garage, which, as the home of the Ford in Appleton, takes a place of major importance. Preparations were made there for the accommodation of families who had brought their luncheons with them, and hot coffee was served them without charge.

### Brought Cold, Desirable Dollars

Another nearly \$1,000 in prizes were given away, all coming from the merchants of the town. This amount covered not only the competitive awards, but several hundred actual gifts which were distributed at the garage. All of the firms which took a part in the

community day were more than delighted with the results, and found that business was very much greater than on the corresponding day of the year before. It was a get-together occasion that not only provided the visitors with a day of good fun, but which showed up in cold desirable dollars when the merchants took stock of the day's activities.

the remainder of the season will probably be stable—neither rising nor falling excessively. This is a good sign, as it indicates that at last conditions are more nearly normal. Industry and commerce are becoming more active, which means bettered employment conditions. There will be more money to spend and it will be spent freely. Things needed for the family or household should be bought now on any slight recessions." It's certainly new for a department store Market-News-Advertising-Sales-Letter, and might prove interesting when sent to your own trade.

Smashing big hits for Saturday (see page 17) Savings not to be missed (see page 17)

## The Hecht Co.

South at F

### women's new dresses

Maytime fashions in a sale of compelling magnitude

\$16.50, but made to sell for two or three times more



\$16<sup>50</sup>

**NEW fashions, lovely fabrics, everything desired in dresses for street, matinee and sports wear. Four styles are sketched; forty more are here, each as individual and charming. Scores upon scores of dresses variously in:**

Cape de Chine	Marianettes	Pointe malle
Bonnet accessories	Tafans	Tricotines
Canon crepe	Charmuses	Venelles, etc.

Black, white and every favored shade. Misses' sizes 14 to 18, women's, 36 to 42, extra and stout sizes to 52½.

See the window displays  
The picture in front of the window will tell you more than an hour of reading—these dresses meet to suit.

For your ready selection  
Dresses will be arranged in racks according to the prices you desire to buy, containing material.

*Seldom does one see as good an example of use of black and white. The type and illustration are employed to mutual advantage. It is an excellent model for an opening ad.*

## "New Clothes Cure" Latest Sales Idea

Here's the newest copy idea that we've seen in a long while. The headline reads, "Just one new dress has been known to cure a severe case of nervous prostration," and the rest of the copy follows out the idea which is based on the claims of several doctors recently that clothes are often the best cure for certain illnesses. The idea appeared in an ad of the Glass Block Co., Duluth, and it sure is an argument that a clever woman might use to good advantage "to get what she wants when she wants it."

## Market News Letter Prepares Family for Buying

The When Store of Fort Wayne, Ind., sent a different sort of a circular letter to its customers and prospects than they were ordinarily accustomed to receiving. "The truth about ready-to-wear market conditions, styles and materials this fall," was the title of a single page circular letter which was written in news form much like the "News Letters" sent out by banks, brokers and financial concerns. In part it said: "Prices now and for

## Do This Now. Bridal Days Are at Hand

Here is an idea for gift sales and, indeed, for anything and everything the bride may be interested in. It really is not necessary either, to be a bride in order to take interest in table linens, silverware and the many household and personal articles that could be included in a bride's sale. Your appeal is a broad one when you send out an invitation like this one:

Jones & Brown

Request the honor of your presence  
On the occasion of  
The Wedding Gifts  
display being made throughout  
Their store for the assistance  
Of those who are seeking choice gifts  
For June Brides

This invitation could be sent to a selected mailing list on regular wedding card stock. For newspaper advertising it could be set up in typical wedding form. This idea is particularly adapted to the month of June or to special wedding occasions at any time. Other formal functions might be used in place of the wedding and prove timely and profitable.

## Banner of Progress Peps Selling Spirit

A "Banner of Progress" to be flown each month by the department showing the greatest gain over the corresponding month of the previous year, is found by England Bros. of Pittsfield, Mass., to stimulate wholesome rivalry in the departments. The banner is of white satin, heavily embroidered in gold, and is in itself the visible sign of a cash bonus, which is pro-rated among the members of the winning department each month.

## Evidence of Prowess Helps Sports Display

If the store could secure a good representation of the cups and medals won by the feminine athletes of the city in various contests, and display these trophies in a window devoted to sports apparel, the store would greatly increase the effectiveness and sales power of the display. Particularly would this be the case if a card was attached to each trophy, telling who had won it, what record had won it, where and when it was won, and what teams or gymnasium was represented by the winner.

## Daily Key Color a Striking Fabric Idea

A six-day piece goods sale in which a different color is featured each day is an attention-getting idea. Corresponding colors should be featured in all the divisions of the fabric stock each day. If the key color is blue the silks, wash fabrics, woollens, etc., should be displayed so as to emphasize blue in its various shadings. The entire stock of fabrics need not be so treated, but enough unit or counter displays should be arranged to show the tendency and give the keynote of the day's color. In small stores a group display would be practical, all on one big table, while in the larger stores the idea can be featured in the different divisions.

The piece goods sale can also be helped by showing near the goods some pictures from fashion magazines or newspapers. A customer will look at an attractive illustration and the goods and then will have her interest directed to a placard telling how much of the goods will be needed to copy certain of the models pictured. These estimates can be easily made by a competent dressmaker, and if she is a person of standing in the community it is a good idea to have her signature on each estimate placard.

The estimate plan can be extended to include every item of trimmings and accessories, and thus give the customer an accurate idea of what the finished frock is going to cost her.

## Wash Goods "By the Mile" in Group Prices

July clearance sales have a way of being spectacular if you but give them the fighting chance. In the basement of a Western store "75 miles of wash goods" were sold in a well-advertised event. The goods were priced in five lots of 5, 10, 15, 19 and 22½ cents. The crowd was estimated at 3000 shortly after the doors opened which necessitated 126 additional clerks. The Tuesday previous to the sale seven windows were used to advertise the goods for Friday's sale. The evening before, a half-page ad was run in the three city papers which completed the amount of advertising done to draw crowds.

## "Health and Beauty" Hints Sure-Fire Sellers

What do the leading physical instructors of your city have to say about women engaging in summer-time sports and about the necessity for women wearing the right kind of apparel when engaging in sports?

Wouldn't it add interest to a sports apparel display to quote some of these people along this line and to also play up the clothes end of the sports proposition as strongly as possible? The physical instructors might be quoted on the benefits to women in increased health and beauty of engaging in sports, and these instructors might also be quoted as saying that women always put more zest into sports and therefore get more out of sports when they are properly garbed for such activities.

All this sort of thing would localize and personalize your displays and would, therefore, help materially in selling more sports apparel.

## "Week End Comfort Sale" for Vacation Miseries

*Week-end sales of toilet articles will jump with the weather of each Friday for the coming months of summer. Happy, healthy week-ends mean sport clothes! Have you tied up sports wear and toilet articles (that also spell comfortable week-ends) in the minds of your customers?*

*If not, here is one way. Have a round booth in the main aisle near an entrance. Make it "out-of-doors" in its appearance—of rustic wood, for instance. Have two salespeople dressed in some of the newest sport clothes to wait on the customers. Fill the round counter with merchandise from the toilet goods department. Vary the sports wear and the toilet articles, each Friday and Saturday.*

*Suppose the two girls are wearing tennis costumes on the second Friday in June. Pick out freckle lotion, cold cream and hair nets to build high on that day. The next week-end have the girls wear new models in bathing caps and suits. One could wear the shoulder cape of rubber designed to prevent sunburn. The other could show the long rubber cape that is worn either for bathing or rain wear. Toilet cream to put on to prevent sunburn and hand lotions could be the toilet goods leaders that week-end.*

*Follow this up with the hiker's costume, the golf girls, the motor girls, yachting girls, canoeists—whatever the "favorites" in your locality may be. You will soon have them coming in to see "what next." The law of association of ideas is said to precede action. Get them to thinking of sports wear and toilet articles as related, primarily as related to their comfort. A Summer Series of Week-End Comfort Sales may be the "action" you will get in your toilet goods department.*

## Pay Salespeople to Send Customers to Other Departments

Suggestion cards on which salespeople record the number of customers to whom they have suggested special articles in departments other than their own have been tried out successfully in the Shepard Co. store in Boston. After the salesperson has completed his own sale, he directs the customer's attention to articles which are especially advertised in other departments and which are set forth on the suggestion card. A careful record is kept and the cards are turned in by the salespeople at the end of the day's business. Two dollars is given to the salesperson making the greatest number of suggestions and \$1 is given for the second highest number.

## Continuous Interest Gained by Progressive Spread of Specials

An interesting method of keeping up the interest in a two weeks' sale is used with great success by the James H. Bunce Co., Middletown, Conn.

"We run our two weeks' sales as progressive affairs," wrote the advertising manager of this concern to another advertising man. "The muslin wear and apparel sections only featured in the opening announcement with the other departments following along in successive advertisements until at the end of the two weeks' period all have had representation.

"All sales assortments are marked with red price tags, hand lettered, cards being about 5 by 8 inches. All selections as they appear remain on sale during the entire two weeks unless previously exhausted, so the result is a rapid multiplication of the red tags as the days pass, and this feature seems to attract our patrons to a surprising degree."

This store also goes in heavily for "envelope stuffers"—enclosures placed in all bills, letters and packages going out from the store. These enclosures call the attention of the recipients to special current offerings at the store, and these enclosures seldom fail to bring a good response. It is, of course, an easy matter to check up on the effectiveness of such enclosure advertising by featuring on these enclosures certain items which are not mentioned in any other advertising done by the store. Then the store can see what amount of business is done on these special items and can know to a certainty that the business came from the enclosures.

Aren't there some suggestions in this which can be used with good results by other department stores?

## School Monograms Sold Middies by Hundreds

*Middy blouses held no terrors for this buyer. Note his scheme to combat the loss of city interest in this line. He decided to sell them in the country and to town and country high schools.*

*He made arrangements with a leading maker to supply him with the school monograms embroidered in the school's colors on a small square of good quality middy twill, at the small cost of \$2 a dozen. He mailed samples to exactly 27 high schools and to 10 colleges in the state. This small outlay, including the monograms, brought orders from seven high schools, and large orders for hundreds of dozens from schools where whole classes would send a combined offer.*

*These middies were placed in four of the colleges where they are used for gymnasium wear. The idea transformed a most inactive stock to a very active and profitable one, turning at the rate of exactly twelve times a year.*

## Monthly Auction Sure Proved a Puller

By husling teamwork the business of a slow country town was changed from the methodical routine of waiting on a few customers, whose needs draw them to town to buy, into an intensive and aggressive selling group of concerns that went out and drew the people to town by the sheer power of the arguments put forth by the merchants through a newly organized ad club. A once-a-month bargain day was arranged and extensively advertised, all of the merchants in town cooperating. Then a novel monthly auction sale on the afternoon of the bargain day was staged. Some goods from the stores were offered and the public was invited to bring in anything not needed or wanted and have that sold at the auction. Other activities included public benefits, road improvements and various ways of getting the farmers to come to town more often. All of these plans succeeded beyond expectations.



## Employees' Own Sale Swept the Boards

**D**URING an entire month, the Paris Millinery Co., operating a department store in Salt Lake City, Utah, held what they termed an Employees' Sale.

The last week in May a mass meeting was called before store hours of all the employees by R. D. Standish, sales and advertising manager. Announcement was made that in the coming month the store would be merchandised entirely upon suggestions made by the selling staff. The salespeople were to make recommendations to their buyers as to what merchandise should be placed in the windows, how the ads should be laid out, and what was to be featured.

To sustain interest, every employee of the store, irrespective whether he was on the selling or non-selling force, was told he would receive a share of the profits in proportion to his individual efforts and results.

The sale was initiated with a page editorial advertisement, stating the purpose of the sale; that it was chiefly to clear out spring and summer stocks; that the employees were running it and that they would share in the profits. The ad also went into the general organization of a department store, and, in addition to cuts explained the relation of the various non-selling departments to the sales force.

A gigantic thermometer was erected on the main floor to gauge the progress of the sale during the month from day to day.

### Day of Transfer Sales

Most of the recommendations originated from the heads-of-stock. Among them was a day of 25-cent sales, during which, in various departments, two items were sold at the price of one, plus 25 cents. Another was a day of transfer sales, at which time the customer's attention was constantly directed to the convenience of transfer slips, that she could get a transfer slip at the first counter at which she made her purchase, have the other noted thereon, and then make only one payment of the total at the office located on the mezzanine floor.

The result was that the volume for the month exceeded all other months except December.

The reward to the employees was maintained secret until the last moment. Many imagined it would be in the form of a special party, dinner or dance, but they were pleasantly surprised when it was announced as a bonus of 10 per cent on the first six months' salary to every employee of the store!

## Dressmaking Course Boosts Fabric Sale

A dressmaking school is a first rate help to the piece goods department of any store. An instructor who knows his business is the first essential, and after such a person has been engaged it is necessary to advertise widely through booklets and the daily newspapers, in order to launch the idea properly. A series of explanatory lectures also paves the way toward introducing the course. The curriculum should include all essentials of correct dressmaking—the analysis and application of style to type; the preparation of goods by shrinking and sponging; correct rules for fitting, economical and accurate cut-

ting, hanging of skirts, tailoring, and details of finishing.

Several hundred plates of designs illustrating the latest ideas in garment planning and approved color schemes, must be provided for analysis and copying by the pupils.

A millinery course will supplement the dressmaking school in an important way. Illustrations from trade and fashion papers will furnish inspiration.

## Silk Leader Plus Two Cent Stamp Starts Annual Sale with a Hurrah

Here is the way one man conducts a most successful annual silk sale in his store. In advertising the sale he takes an exceptionally good quality of silk, say a black taffeta, and cuts a quarter of a yard into small samples, sending out letters in typewritten form, with a sample enclosed in each. The letter announces the coming sale, and calls attention to the sample, giving the price and description of the silk.

For advance publicity in a recent sale he made use of two letters (which he had asked friends to write) inquiring "when the annual

## "Loose-Leaf Samples" Sold Fabrics by Mail

*Harrods, Ltd., England's great retail establishment, got tremendous results from a "Bargain Book," published in connection with its January sale. The fifty-page book was supplemented by \$10,000 worth of newspaper space, and was so widely distributed as to bring great returns. Besides the advertisements of specific lines of goods, the "Bargain Book" offered something new in the use of samples of fabrics. These were attached to a page which set forth a description of the goods, and there was also included a corresponding loose sample which had stamped upon it the name, width, price and the firm's name. Harrods found that the extra expense of this "loose-leaf" sample scheme was more than offset by the orders which resulted from it.*

## If People Are Shown How and When to Use Linens They'll Buy Yours

How can you promote sales in table linen? Try this. Stage a linen fashion show that will not only display the goods but show their proper use.

This was effectively accomplished in the following manner: The banquet room of a hotel was engaged for the display. In the center of the room a number of tables were placed, each set with fine china and glassware and other table appointments. Each table showed a different type and quality of cloth.

There were tables displaying other than table linens, too. One was devoted entirely to towels and towelings of all varieties. On this table was the figure of a bride, suggesting the need of such goods in furnishing the new home. Another table had brown and white linens in different widths and qualities. Finished embroidered articles illustrating the possibilities of linen stamped for embroidering were shown in such widely different articles as kitchen towels and fudge aprons to luncheon sets and boudoir appointments. Around the walls were arranged hand-printed drapery linens in many colors and designs.

Try this out in a banquet room or your own store; any place that is convenient and practical. Such a display is sure to stimulate interest and react in sales, and many orders can be had on the spot, though it is better policy not to emphasize the selling angle in the exhibit room.



# Goods May Sales of Cotton

Get Under Way Tomorrow at 8:30 A. M. With an Astounding Feature Sale of

## 5,000 Yards of Wonderful Dress Voiles

39c Yard

<p><b>Philippine Underwear</b>                  100% Cotton                  1.98                  2.98                  3.98</p> <p><b>36- Inch Dress Formosa, 17c</b>                  1.98                  2.98                  3.98</p> <p><b>Again Monday! 40-inch All-Silk Georgette Crepe 1.49</b>                  Underwear and Hosiery                  1.98                  2.98                  3.98</p> <p><b>Organdy Dresses</b>                  12.50 16.50 19.95</p>	<p><b>39c Yard</b>                  5,000 Yards of Wonderful Dress Voiles                  39c Yard</p> <p><b>4,25 Forty Inch Black Satin - 2.19</b>                  3,000 New Apron Dresses                  79c 1.98</p> <p><b>1.00 .59</b></p>
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**L.S. Good & Co.**

silk sale would take place." These letters were reproduced in a line cut, with an explanation and a suitable reply.

This sale was scheduled for Thursday. The Monday before this executive called the sales force together, explained the purpose of the sale and the value of the offerings, showing some of the goods to make the impression of the values stronger.

The following day, on each floor, a silk trim was placed on every ledge and shelving top. Also signs were affixed to each pillar throughout the store, reading "Silk Sale Thursday" followed by an offering with the price.

In addition to this, some of the most remarkable values were placed on floor cases, etc., in every conspicuous place where customers could see the goods and take hold of them to observe the quality.

The sale lasts seven days. During the period of the last silk sale, which was held in May, \$14,000 worth of silks were sold—\$4,300 worth the first day.

## Old Black Joe as a Cotton Salesman

Try this for your "Kotton Karnival" or for any sale designed to push cotton goods. There is nothing like a live scene to attract attention to your section. The simpler and homelier it is the surer the appeal.

For your cotton goods sale feature a typical southern darky scene. Have an aged negro made up with white hair, spectacles and all the fixings, seated in front of his cabin, strumming on an old banjo. Decorate with raw cotton and a profusion of the finished cotton goods on special sale, bearing the price marks.

This has actually proved a good drawing card and will again if you stage it right.



## Here's Big Opportunity for the White Sale

**T**HERE'S not a woman living who does not have to pause sometimes over problems of etiquette. How should formal invitations be sent out, or informal invitations be given over a telephone?

Should the maid serve from the right or left? Where does the guest of honor sit? How is luncheon or dinner announced? How can I serve a small dinner informally if I do not have a maid? Do knives go on the left, or forks? Should the napkin be placed on the plate or under it?

There are dozens of other problems which only the woman who does not know realizes, and her sources of information are limited. She can't ask her neighbor these questions. She can't admit she doesn't know, but there are literally hundreds of women who would be tickled pink to learn.

During the January sale it would be exceedingly interesting to have a luncheon table all laid out in your window, silver, napey and decoration complete. The guests, even (window figures, of course) might be seated. A huge card in the window should bear the announcement:

"Miss Mary Brown will lecture twice daily throughout the White Sale on table etiquette and living room department. Hours 10 to 11 a.m., and 3 to 4 p.m. Linen department, third floor."

The set table and announcement should be reproduced also in newspaper copy.

There is some cultured woman in your town who would perhaps be available for the lectures.

## Summery Settings Sell Summery Frocks

Summery settings and departmental models were two elements which entered most prosperously into a recent house dress sale of Gimbel Bros., in New York. A certain brand of house and porch dress had been advertised, ranging in price from \$1.95 to \$5.95, and on the day of the sale, the department was ready in a new guise. Straw rugs were upon the floor, and pretty wicker porch furniture stood about, while palms and growing plants helped out the summery idea. Frocks of each price group were worn by living models, who not only looked picturesquely cool and pretty, but served the valuable purpose of showing how the dresses would look "on." Other departments in the store provided hats, parasols, and other accessories to enhance the summer frocks.

## Fashion Adviser and His Sketches Is Real Aid

A fashion adviser, who is competent to assist customers in planning gowns, is a decidedly valuable person to have about a store where piece goods are widely featured, and the fashion service which such a person can give is reflected in largely increased sales of fabrics, trimmings, etc. The fashion specialist should be a man or woman who is capable of giving advice in the choosing of styles, the selection of fabrics, and the correct and harmonious use of color. It should be made clear that the service of such an expert is at the disposal of patrons who purchase their materials at the store, and that advice will be freely given not only on the adaptation of designs already made, but in the question of new and original styles. The fashion adviser should be able to make sketches of the garments planned, so that a drawing, or color plate, may serve as a guide to the modiste who is to do the actual dressmaking. Some stores which have such a service make a small charge for finished garment sketches, but this is the only fee of any sort which it should be permissible to exact.

## Help Dressmakers and They'll Reciprocate

When the J. M. Bostwick & Sons' dry goods store in Janesville, Wis., decided to help along their sale of dress goods, a neatly printed, alphabetical list of all dressmakers in town was done in leaflet form with the store's advertisement on the front and back covers. These were given out in the dress goods and allied departments. The idea not only featured the fabric department but gave the names and addresses of several hundred dressmakers who became "boosters" for Bostwick's.

## Hit Spot Every Time by Jotting Customers' Whims and Fancies

The proprietor of a small dry goods store in an Eastern city has found out that a mailing list pays and that a super-mailing list more than pays. He began, like most retailers do begin, by starting a mailing list, but soon discovered that he could use more information than it contained.

So he began to take notice of the likes and dislikes of his customers, and as he discovered them he would jot them down on a little pad he carried with him. Later he would transfer them to the proper cards.

After a time he had quite an outline of his customers' likes and dislikes and was able to do some specialized circularizing with good results.

From time to time he would have a special offering to make that would not interest his entire trade. At times like these he was able to circularize only those he knew would be interested, and thus he got quick action with the minimum of cost. This retailer found that it truly paid to know his customers and keep a super-mailing list.

## Arrows Point Way to Bargain Specials

Dives, Pomeroy & Stewart of Reading, Pa., use a novel and effective method of calling attention to the exact location in the store of all merchandise which is advertised in the newspapers. Tiny arrows point to the directions as given in the ad, and these directions not only tell where the goods are located but how to reach the spot easily, as: "Second floor, front elevators, Penn Street entrance." No chance for customers to lose their way by this route.

## "Joke Week" a New and Good Stunt

All the world loves a joke. Why not have a joke week? Advertise prizes for jokes that relate to certain topics, choosing a different one each week, like notions, piece goods, hosiery, etc. Here is an example—What is the best home paper? Answer—Wall paper.

Offer prizes for the best joke. Have a box ruled off in the corner of your newspaper ad, and publish each week the name of the prize winner and the winning joke. A contest of this sort stimulates a lot of interest and makes your ad something to be looked for every day.

Other contests may be featured in your ad "box," with results reflected in your daily sales.



## Plain Curiosity Makes 'Em See Merchandise

Sh! It's a Secret. That's the way one shop over in Newark, N. J., made folks curious to look through small openings in their blackened windows. Working on the principle that there is nothing like secrecy to attract attention, a window display was arranged of the "peep-hole" variety. The windows were blackened except for a small space left for the view of curious "window-shoppers." With the effect heightened by brilliant lighting and color contrast, the display drew the biggest day's business on record for that store.

## "Wire" the News for Sure Sales Getting

"Using night telegrams to a selected list of customers, calling attention to special advertisements in the morning and afternoon newspapers brought gratifying results," says J. Courtney, advertising manager of J. M. High Co., Atlanta, Ga. In fact, this unique idea of wiring sale news to patrons brought such good response that several of the ad managers of Atlanta have already used the same scheme with splendid results.

## Far-Flung Balloons Brought Folks from Miles Around

**M**ERCHANTS of Port Huron, Mich., a city of 33,000, appealed to the universal love of color and advertised via the air route in a publicity campaign announcing a series of dollar days in that city. Several hundreds of gay globes, red, blue and yellow, were purchased and used most effectively by the Merchants' Division of the Chamber of Commerce, to announce the season's biggest sales event.

A committee in charge of Oscar W. Hogan, chairman of the division, sent up a number of balloons each day, and the bright bits of publicity were carried into every part of Eastern Michigan and across the border into Canada.

To each balloon was attached a tag bearing the announcement of the dollar bargain event and also the name of a local merchant with the promise to give the bearer one dollar's worth in trade.

The place for sending up the balloons was kept a careful secret and, through the press and handbills, the latter used in the rural districts, the people were made expectant and ready to watch for the airships.

As an announcement method this proved a success, since small townspeople from obscure four corners brought in balloons and also their money to spend in the city. Some of the vari-colored balls had traveled as far as forty miles.

In connection with a similar sale, the Merchants' Division planned a prize contest for show windows, letting the people be the judges.





## Link Each Detail of Sports Wear Boosting To Make Inescapable Appeal

Almost Every Girl Is an Outdoor Girl These Days, and Her Interest Quickens at the Least Suggestion of Things to Wear That Give Her Dash and Breeziness. That Is What You Capitalize

**R**EADY-TO-WEAR departments remind one of the ever-bearing fruit trees, and the fact that they are of this nature gives them every opportunity to drop an unexpected ripe fruit with a thud on the head of your community at almost any time. So get all together in a circle and produce a sale thought with a different twist and sound.

Take a piece of paper and write down all that summer means to the people of your community. If it is like most places, it very likely will stand for golf, tennis, riding, swimming, vacation camping trips, country club parties, automobile trips, canoeing, etc. Then swing on to a heading something like:

**Sale**

**For the Girl from Out-of-Doors  
Specially Priced Costumes  
Every Sport Included**

This much will inspire you to seek an interview with the store artist and see what she can do in the way of a great big sport page ad, one which will put across your idea more in picture form than words.

With this much thought out the worst is over, for you have the idea established and the merchandise. Next is the window decoration, and of course you can leave most of that up to your display man.

**Figure Dressed Like Poster**

Your ad heading suggests sports and costumes, so give your back curtain an atmosphere of out-of-doors. Then it might please your fancy to have a figure dressed in a decorative poster announcing the sale and around her on the floor her many and various pieces of sport equipment. On both sides of her you very likely would want to display some of the models on sale, in which case models could be arranged in such a way as to look as if your poster girl were trying to make a choice. As illustrated, have your

costumes on figures. Another way this could be worked out is with a full array of gay posters displaying all of the models you are selling. There is a thought here for you to develop.

You should have a penny idea for display or suggestive selling. Why couldn't you have one of your girls dressed like the model in the window as a poster and direct the customers as they come from the elevators?

Your sporting goods department can take advantage of this event by having all kinds of sporting equipment displayed on the main floor and on the ready-to-wear floor. Other departments or parts of the store in which sporting goods may be displayed with good effect will also suggest themselves.

If your mailing lists have been neglected of late have a few thousand blotters printed (blotters are very good, used in this form, for they are at least kept and used—not thrown away) with the poster and a small bit of printing in order to more deeply impress the idea on the minds of your customers.

**SALE For The Girl From Out-of-Door**

**SALE**  
For The Girl From Out-of-Door

**SPECIALLY PRICED COSTUMES  
EVERY SPORT INCLUDED.**

Window suggestion at top. Ad layout at left, and, above, an idea for an attractive poster.

# Constant Presentation of New Angles Sold 5,000 Tweed Suits

Salesgirls Wore Them, Too, in Shades Selected to Harmonize With Their Coloring. Ads Were Always Pounding on a Different Selling Appeal, Which Caught Varied Customer Types as Purchasers

FIVE thousand women and girls suited in tweed is the record made by the women's and misses' departments of the Higbee Co. in ten weeks' time. Think of it, 5000 tweed suits, enough to outfit the entire feminine population of some towns!

Here is the story of how it was done by John J. Kelley, the man behind the sale.

Hints first gathered here and there in the trade journal, the fashion magazine and the society columns fostered the idea that tweeds for some reason were being considered smart by Eastern college girls. The growth of the fad for tweeds was watched from its earliest beginnings.

## It Was "Watchful Waiting"

Even when markets became lively and other Cleveland merchants were ordering tweeds, Higbee's seemed to be merely watching. While "merely watching," however, some figuring had been done, and a bold step was planned. If, as all signs showed, tweeds were going over big, there were two methods of presenting them. One was to place an order to satisfy the demand which would naturally fall to the Higbee Co. as one of a half dozen or so large stores in the city.

The other was to sell not merely some portion of the amount of tweeds sold in Cleveland, but to sell the greater portion. It was this aim which was one of the first factors in selling the 5000 suits.

With this in view, Higbee's took the plunge and placed their first order for tweeds—a modest order for 1000 suits.

Other merchants, feeling their way, had already ordered. They bought a few tweeds and sold them for prices ranging from \$35 to \$50. Higbee's ordered their first thousand tweed suits to sell at \$25. They ordered in a market where tweeds were plentiful and finally, when they saw how strong tweeds were going, they gave their manufacturer all the work he could do just filling Higbee orders.

The job was merely begun, however, with the ordering of the suits. A greater demand had to be created and interest sustained. This was done through the advertising department.

## Every Ad Angle Searched Out

Tweeds were advertised in every conceivable manner and from every possible angle. First, the emphasis was put on tweed, the material. Special attention was called to its good qualities and features in which it differed from other materials. It was advertised for sports and knockabout wear. A novel heading was adopted for the ads, the word "tweeds" was hand lettered to look as if it were cut from tweed material and magnified. This heading was made in several sizes so that it might be used over single or double column or larger ads.

## Every Line Joined In

The next step was a series of advertisements featuring tweed suits and their accessories. These all-tweed ads presented the tweed suits in the most prominent place and then called attention to tweed top-coats to

accompany the suits, tweed hats to top off the costume, sweaters and scarfs in tweed shades, hosiery and shoes to match and crisp wash blouses or soft silk tailored ones to complete the outfit. It is little wonder that after this when the advertiser went so far as to call Higbee's "Headquarters for Tweeds," that many women accepted it as an established fact.

When ad writers in other stores were searching frantically for something new, even a word or phrase, to use in connection with tweeds Higbee writers were emphasizing the "new" long coats.

## Kept Promising New Thoughts

Tweeds had become an old story, but new styles with long coats was an angle which gave variety to the tweed suit ad. Then, too, tweeds were now called the fashionable mode. At first they had been the utility or sports suit, but now they were being worn everywhere and the owner of a tweed in one of the new shades could feel as well dressed upon any occasion as any of her sisters. Later the vivid hues were stressed and each day would bring forth a list of new names for the high colors so popular in tweeds. After the high colors had been advertised strongly the new shades of tan were given prominence in the ads, and so it went. The ad writers never seemed to lack for new ways in which to present the tweed suit.

## Wore Tweeds in the Store

In addition to the advertising and the usual windows and sales methods all the girls in the misses' department wore tweed suits in the store. They had them perfectly fitted and the shades were chosen for each girl's particular coloring. The girls finally became so enthusiastic about tweeds that they bought their own suits to wear in the department. There could scarcely be a better ad than pretty young girls dressed in smartly tailored, bright colored tweeds.

Another fact which was apparent from the advertising campaign was that although most of the advertising featured misses' suits, it got the women's active interest also.

The main cause, however, of Higbee's unusual business in tweed suits seems to have been enthusiasm. All the credit of arousing the enthusiasm is due J. J. Kelley and the advertising office and the results of tweed enthusiasm was 198 tweed suits sold in one single Saturday three weeks before Easter, 175 on another day and the total of 5000 in sixty days. Not all of the 5000 were \$25, although a large proportion of them sold for that. They ranged in price from \$25 to \$65.

## "Important" Column Daily Sales Bringer

Joseph Hanson, of L. Bamberger & Co., Newark, N. J., features one column in the daily full-page ad that is always interesting and very resultful. The column is headed, "Important—for Thursday only," and car-



## Make Waists and Skirts Reciprocate Sales

One of the most practical suggestions that has come to our attention for the display of garments has to do with waists and skirts. Hardly ever is a waist shown except as a single unit. The same applies to skirts.

Inasmuch as a skirt is only a part of the costume of which a blouse is a necessary complement, and vice versa, does it not seem only logical that they should be shown together, if for no other reason than to give each garment, or either of them, the significance to which it is entitled? The present method of divorcing the two is just about as logical as showing a good looking oxford on a wax foot without the sock. It is decidedly incomplete and unattractive.

Regardless of the fact that waist and skirt departments are separated in most stores, if the form showing waist and skirt is reposed in the skirt department, the waist, which completes the costume, suggests a visit to the waist department. If the form is in the waist department, a pretty skirt to combine with the waist surely would set a woman thinking about having one for herself.

ries a list of specials which may include small or broken lots or special purchases. The "important" column runs every day, for that day only, and customers eagerly look for it. It's simply a variation of daily specials put under a daily column head and it has worked out very profitably for Bamberger's.

## No Sales Vacuum After This Stunt

There is nothing like a contest to arouse interest and secure publicity. Is there not an idea for you in a stunt like this which was conducted by a store through a newspaper? An announcement of this sort was made:

### A COUPON OF VALUE

We will award a \$50 Blank Vacuum Cleaner to the woman who gives us the best five reasons—

### "WHY I USE A VACUUM CLEANER"

A coupon was added for contestant's name and address and name of vacuum cleaner in present use. It was stated that the judges would be selected by the newspaper and the store.

This contest secured a lot of replies, and from these the store obtained the names and addresses of a large number of prospects. The winning letter was published in the newspaper and the store had a window display of all the letters received in the contest, thereby getting a great deal of publicity out of the scheme.



# Great Egg Hunt Made Whole City Know Baby Shop Was on the Map

Donated Thousands of Eggs and Merchandise Prizes, But Advertising Was Worth It. Here's a Real Stunt to Pull

A CLEVER idea of Miss Bertha Berkowitz of the Berkowitz Baby Shop, Denver, Col., led to one of the biggest events of the year in the boy-and-girl world of this city. Miss Berkowitz, managing a specialty shop business which has had a great growth in a brief span of years, knew by name many scores of Denver children and loved the little folks. She conceived the idea of a great Easter egg hunt, participated in by children from all over Denver, put on in one of the city parks.

She would donate the thousands of eggs required. Also, she would give prizes—the grand prize, the finest dress in her shop. Besides this, there would be twenty-five merchandise prizes, \$1 orders on her shop.

## Other Firms Joined In

Miss Berkowitz enlisted the cooperation of her brother, Harry W. Berkowitz, associated with her in the business, and they put the idea up to a Denver daily newspaper, the *Post*. The *Post* thought it was a cracking good proposal; it wanted to go in on it, too, offering a set of prizes. As the plan shaped up a candy company also joined in, donating 100 boxes of chocolates.

## Spent Night Laying Eggs

The newspaper gave the big Easter hunt a lot of publicity. The date was set for Saturday morning, the day before Easter. Cheesman Park was obtained for the event. Friday evening Harry W. Berkowitz took hundreds of eggs which had been colored by employees of the Berkowitz business, and hundreds of others of candy, and went to the park. He spent most of the night there hiding eggs—in the grass, under bushes, in trees, anywhere there was a good hiding place. He was still at the job when the first youngsters showed up—at 5 a. m.

Miss Berkowitz and her brother had agreed to be responsible for the management of things at the park; but they had to have assistants. There were thirty policemen and twelve park employees striving to keep the children behind the ropes at 9.45 a. m. The start was scheduled for 10 o'clock. The youthful mob plainly was nervous and excited. Any second the policemen knew there might come a stampede. There were thousands upon thousands, many feet deep, along a rope for 300 yards. Just before 10 o'clock a shot from a revolver sent the children off

for the grand scramble.

After the egg hunt came egg rolling. The children did the rolling, not the eggs. Along a finish line prize eggs were placed. Along a starting line the boys lined up, and at a signal rolled and somersaulted across the green. A rolling contest was held for girls also.

The lucky finders of certain numbered eggs got the prizes. These were awarded by Carl S. Milliken, Secretary of State.

The *Denver Post* estimated there were 20,000 children at the Easter Egg Hunt.

The Berkowitz Baby Shop had special displays in its windows, tying up with the occasion. Miss Berkowitz met hundreds of little folks at the hunt and many of their parents.

The event was a splendid all-round success. Another year, as Easter approaches, infants' wear shops in other cities and towns could well show their good-will and interest in the young folks by promoting a big town or city egg hunt of this character. Certainly no one is logically more interested in such than the management of an infants' wear business. It is a fine good-will enterprise.

## "Story Lady" and Mother Goose Pageant Thoughts for Bigger Toy Sales

Here are two ideas on helping toy business along, and, of course, that means other children's goods, too.

To stimulate sales in general, and particularly in the juvenile and toy departments, a successful store pays considerable attention to the children of the community. At the opening of the holiday shopping season space is given, usually in the toy department, for a daily story-hour by a professional entertainer of children. Special invitations are mailed to a list of children, prepared in advance, and these invitations are supplemented by display advertisements and newspaper stories.

The "story-lady" is sent to the various primary schools and kindergartens in the city, where she gives a short program of stories in the morning and announces her story-hour here at the store in the afternoon. The re-

sponse is surprising. Hundreds of children are present each afternoon, and as a large proportion of them are accompanied by their elders an increase in sales is inevitable.

Another store follows a good plan, as told here by a representative of the firm. "This year on the opening day of our Toyland, a Mother Goose pageant was staged in which Santa Claus and twelve Mother Goose characters, impersonated by little children, made a parade of the downtown district and then to the store where Toyland was formally opened. A colored "Jazz" band which we called "Old King Cole and His Fiddlers Three," furnished music, and it is safe to say that this store was talked of in nearly every home in the city that night.

We also provide a Santa Claus letter box in our Toy section, where all children are requested to drop their "Santa Claus" letters. These letters are all answered and signed for "Santa Claus," and more good publicity for the store is gained.

## Kids' Togs Pageant Sold Customers on Apparel

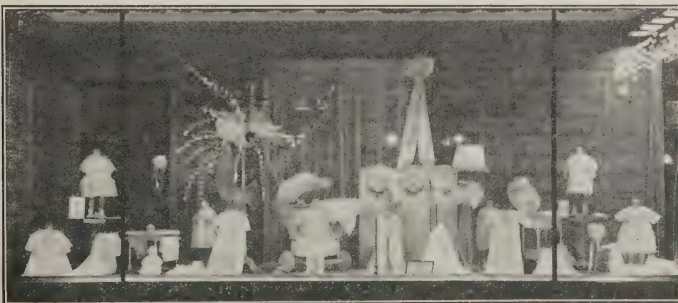
THAT a style revue need not be just the usual fashion parade has been successfully proved by the Lasalle & Koch Co., Toledo, Ohio, in the semi-annual children's style revues which it has presented during the last few years.

For the fall revue last year the idea of art in children's dress was taken as a theme and a perfect replica of the Art Museum, Toledo's most beloved and representative building, complete even to its pillars, its broad marble steps and the hospitable lighting of its cornice, greeted the audience of 3000 or more which gathered in Lasalle & Koch's Auditorium to see the much-heralded revue.

The Libbey collection of dolls, dressed in the costumes of various historical periods, was transported from the Art Museum to the foyer through which the audience passed, for the occasion; and a marble bust of a little boy, well loved in the Museum, surmounted a column above the fountain, round which the tots danced on the runway.

As the curtains parted and displayed the setting, little girls in the daintiest of costumes, representing flowers in the Garden of Art, came forth and pranced down the runway to the most enchanting music; four little fuchsias, a rose, a lily, a forget-me-not, a black-eyed susan and a tulip. Thus the symbolism of the application of art to children's dress was introduced, furnishing the theme for the display of girlish fashions that was to follow.

There followed a charming pageant of children's togs—coats and hats, frocks of gingham and frocks of silk, party frocks and play frocks, frocks French and frocks American—ending with pajamas and negligees and good-night kisses from the youthful models. Fifty-three children, all from Toledo families, participated, and as each one made at least six changes of costume, more than 300 models were shown during the hour and a half which the parade lasted.



Here is a good suggestion for a window to feature infants' and small children's goods. It is so arranged that every item shows up plainly; by Geo. B. Rooney, display manager for Abraham & Straus, Inc., Brooklyn. A wide variety of merchandise is displayed in excellent harmony.



## “Play Pennies” Make Real Dollars

The J. B. Sperry Co. of Port Huron, Mich., recently wanted to stage something that would be out of the ordinary and at the same time bring trade to the store.

Each day for eight days before the running of the school ad the store included from two to five “play pennies” in its ad, with the injunction to the children to cut them out and save them. The club prompted them in these ads to not only save the “pennies” from their mother’s paper, but to ask everyone they knew to save the Sperry ad for them.

In all the preliminary advertising the fact was stressed that these “play pennies” were worth real money and would buy real merchandise. The selected merchandise was listed in the papers and shown in the windows, thus gaining much advance publicity. The scheme caught on like wildfire and all Port Huron was talking about Sperry’s and their “play pennies.” (Some of the store’s competitors volunteered the information that Sperry’s had started something it could not finish.)

September 1, 2 and 3—the three days preceding the opening of school—were set as the days on which these “pennies” could be spent. The first day there were hundreds of children waiting for the doors to open at 8 a. m. and during the day nearly 4000 children visited the store, most of them with their mothers. The second and third days many more came, bringing the total number up to about 5000.

The selected merchandise sold for these “play pennies” was not “stickers,” but fresh new items that were chosen on account of being “long profit” articles, such as dolls, balls, knives, perfume, automatic pencils, gold-plated pencils, gold plated knives, lavalieres, bracelets, etc. And these items were sold for “play pennies” at the same price as for real money, thus emphasizing the fact that these “play pennies” were actually worth one cent each.

The number of “pennies” saved were so much greater than had been planned on that many articles soon ran out. But the clerks were authorized to give out due bills for the exhausted merchandise and immediately ordered it from the factory to make good with the children of Port Huron. This was really a blessing in disguise, as the store immediately made plans to gain more publicity for the firm by running the names of one-fifth of the holders of these due bills each night in the regular ad, as the merchandise arrived. This plan induced the children and mothers, too, to watch the Sperry ads to see if their names were in the list.

## Make “Fiery Fourth” Toy Sale Medium

Fourth of July means more to the younger folks than to the grown-ups. To them it is just a day when they don’t have to work. To the youngsters every Fourth of July means celebration. For many years this feeling was reflected in noise. Fire crackers, cannon and skyrockets were emblematic of that feeling of freedom.

Something must be substituted now, and for the younger children there is nothing which can so effectively take the place of fire crackers and other noisy and dangerous pleasures as toys. With this idea in view, the toy department could well stock up with interesting and noisy but safe merchandise to please every girl and boy. For a week or

two prior to the Fourth of July advertise the fact that toys can be utilized satisfactorily to symbolize the desire for celebration. Call them “Fiery Fourth” toys. A few days before the Fourth give balloons to all of the girls and boys who come to the store, with the firm name printed on them. Dress up the toy department in any of the many ways in which it can be dressed up, but be sure that frequent and ample announcement is made so that every child in town will know about it and will want to see it. Direct a message in your advertising to the parents or to the older sisters and brothers. Call their attention to the days when they got their pleasures out of noise and fireworks, and see if you can’t work on their sentiments to the extent that will live them to recollection and reminiscence, and point out the desirability of substituting these articles to fill the gap made when the fire cracker passed out.

## Scenic Fairy Tales Bring Kiddie in—and Mother

Here are some Baby Week stunts that have been found highly successful. All children and their parents were invited, through extensive newspaper advertising, to attend a scenic fairy tale of “The Old Lady Who Lived in a Shoe.” A great shoe was erected in the infants’ department to serve as the “old lady’s” home, and from this abode the venerable old character told fairy stories, to the great delight of the small guests.

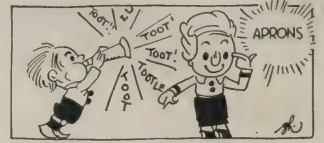
Another stunt featured by this infants’ department was the distribution of free photographs among the children. With every \$1 purchase made in the infants’ department, the mother was given a coupon. When presented to a photographer, with whom arrangements had been made, each coupon was honored by a 5 x 7 photo of the child whose name appeared on the coupon. These photographs were exhibited at intervals in the store’s windows and attracted a good deal of attention.

## Doll Contest Brings Kids in Mobs

Bullock’s of Los Angeles planned a corking Doll Contest that did wonders for their toy department. By offering cash prizes and also the opportunity to place the winners’ finished products on sale in the store, every child within hearing distance put in an entry. The boys built doll houses and the girls dressed dolls—and the result was a steady flow of children to the toy department to see the other entries as they came in. And, of course, every child wants every toy it sees.

## “Grab Bag” Party Sure Pulled the Kiddies

“YOU are invited to bring your children—under six years of age—and if you haven’t any kiddies of your own, borrow some—to a ‘grab-bag’ party on Saturday.” So read the invitation sent out for this new Baby Shop opening, and now there are several hundred kiddies around town in possession of tin whistles, little books and other trinkets such as delight the heart of a tot, who will long remember Little Red Riding Hood who handed out the gifts at the Baby Land Shop of Jamaica, Long Island. Admittance was by invitation only and each child’s name, address and birthday was properly recorded—another way of starting a good mail list.



## Kid’s Horn Tooting Said “Apron Sale”

An apron seems like an insignificant item to blow one’s horn about, but the Tompkins Dry Goods Co. of Middletown, N. Y., did a lot of blowing for three days before pulling off one of the biggest events the store boasts of. This blowing was about a big bunch of aprons which were put on sale on Thursday and cleaned out the lot in short order. The sale was advertised Monday, Tuesday and Wednesday. The shop girls wore aprons during the entire week. On the pockets there was a sign reading, “Ask when—Tompkins Apron Sale.” The floor men also carried the same sign in their buttonholes. Windows were given over to a display two days before the sale; customers were notified directly; noise making devices were given away to the children coming to the store during the week, and every time the kid made a noise at home before Thursday that week Ma was reminded of the Tompkins apron sale. On the opening day all the main aisles on the first floor were turned over for the sale. The same on Friday. Saturday what was left was collected and placed on one counter.

## Bubble Book Party Is So Easy—and Resultful

Mother Goose paid Hartford, Conn., a visit and took all the best-known people from her nursery rhymes with her. The occasion was an Old Mother Goose Tippy-Toe Bubble Book Party for the children. The entire ninth floor of Wise, Smith & Co. was turned into a castle like King Cole’s, and among the folks famed in childhood lore who attended were Old Mother Hubbard, Bobby Shaftoe, Johnny Who Went to the Fair, Tom, the Piper’s Son, Little Red Riding Hood and Jack and Jill. Each child was properly registered—more mail-list data, more sales in the infants’ department over 200 Bubble Books disposed of, and the children were introduced to Toyland.

## Double Sales By Doubling “Weeks”

Why not make two sales grow where only one grew before? Make Baby Week also Toy Week. As a matter of fact, Baby Week, which is already recognized as a shopping time especially for baby, offers an excellent opportunity for toy sales as well as sales in almost a dozen other departments.

Toys are inseparable from children and childhood, and sales would readily respond to only a little effort in their behalf. The grouping of infants’ novelties, dolls, water and stuffed animals on tables in the infants’ department and about the store, will stir up the desire to possess in the mind of many a small customer.

Vice versa, dolls dressed in rompers, overalls, sports clothes and cunning little frocks, shown in the toy department will attract interest in the infants’ or juvenile department.



## Local Sports Photos Present Novel Idea for Apparel Selling

Photographs are always interesting, and when used in a show window always attract an extra amount of attention to that window.

So it would be a good plan for the store which is seeking to push its sale of sports apparel to send a photographer this spring around to the various parks and tennis courts of the city and out to the local country club to take pictures of the young ladies playing tennis and engaged in other sports at these places and to then use these photos in connection with a window display of sports apparel, knickers, etc.

With each photo should be a typed description telling where and when the picture was taken. And, of course, if the names of the young ladies shown in each photo could be given, the attractiveness of the pictures would be that much enhanced.

With the pictures should be strong copy boosting the sale of the goods shown in the window. For instance, one of the placards shown in the window might read like this:

"You will enjoy sports more if you are appropriately dressed. Come in and let us show you more of our extensive stock of sports apparel NOW."

## Transplanting Seaside Offers Wide Opportunity for Novel Showing

The community selling week idea can frequently be utilized to advantage in promoting interest locally and sales generally.

The community week idea has been developed in various ways, but a good concrete example is shown in a reproduction of the Atlantic City boardwalk, which has been successfully utilized in several cities. A miniature village with street lights is erected, every building being an up-to-date shop with a wide display window opening on lineoleum-paved streets. The shops carry new, attractive merchandise of nearly every description. A painted ocean is made to appear conveniently. There is a boardwalk and a real sand beach where mannequins parade, presenting an Atlantic City atmosphere. An orchestra is seated on the sand under beach umbrellas. There is a parade of bathing beauties and some first-class vaudeville acts. The further you are from the sea the better this means of booming business a bit will pay.

## Break Into "Sassiety" To Boost Your Garments

The next time one of your local societies or fraternities stages a big dance or entertainment—get in on the early plans and work in a stunt like this. See the chairman of the entertainment committee. Arrange to put on a short style show. See that you have an

## Cute Little Booths Featured Best Styles in "May Blouse Sale"

This is the way blouse department featured ten proven numbers in popular priced blouses to promote a May blouse sale. A decorator was asked to construct 5 x 5 foot attractive little Japanese booths of light framework and Japanese crepe paper. One was placed at the entrance, one in the millinery department, one in the upholstery department and one in the shoe department. Sign cards, in Japanese style, bearing the words, "May Blouse Sale," were attractively printed and decorated and hung from all four sides of the booths.

These miniature blouse shops, with a single salesgirl, in a Japanese kimono could not, of course, sell all who were attracted to them. They featured only the ten popular numbers being pushed. But they were such conspicuous reminders of the sale that they could not be overlooked by anyone who entered the store. The cost of construction was not quite \$15, and the sales netted directly from these booths exceeded \$1,200 for the event.

which brought several new charge accounts to the store, as each girl was in a position to talk intelligently about her costume. The results all around were profitable. Why not try this yourself?

## Even Chairs Are "Stouts," Assuring Comfort—Which Means Better Buying

Stout patrons are sensitive and do not like to be singled out as different from the ordinary shopper. A customer can ask where the "Grey Shop" is located without the embarrassment of referring to "stouts," and this is the reason the name was adopted for the stout section. In the Grey Shop the chairs are extra large, large size forms are on display and even the saleswomen are sufficiently large to purchase their own clothes in this section.

The room is about forty by fifty feet, done in grey, and separated from the rest of the floor by glass covered, sectional shelving. Glass display cases are used. In addition to outer wear and apparel ordinarily sold in stout departments, the customer may purchase large sized blouses, underwear, camisoles, hosiery, house dresses, aprons, petticoats and so on.

Everything the big woman sees in this department has been selected for her alone. Often women coming in to look at outer garments, note these accessories—with advantage to themselves and to the Grey Shop.

## Playtime Pictures Help Sell Knitted Wear

A very attractive display in knitted outerwear might be made late in May or early in June by showing a beach scene. A quantity of sand could be dumped in the window and three or four figures utilized. One of the figures, a woman, might be garbed in a knitted bathing suit with a sweater on her arm. Another figure of a woman might be seated on the sand, dressed in a knitted sports skirt and a knitted silk sweater, and wearing a knitted tam. A small boy in a bathing suit might be represented as playing with a pail and shovel, with a knitted sweater jacket lying nearby.

Another modification might show a canoe with a man and girl appropriately dressed in knitted wear, either of the woolen variety used in bathing costumes or of the sports variety in silk goods would be attractive. A knitted blanket on the back of the canoe would add another knitted feature. In the fall of the year the scenic effect could be brought into play, bringing in mountain climbing, coasting, skiing, skating, etc.

A window could be devoted exclusively to one article such as wool sweaters and another window to silk sweaters. Combination sports sets could be utilized for a window showing a general line of knitted outerwear. Another window might show dresses or knitted suits, capes or coats, as well as new forms of novelty knitted fabrics made into attractive ready-to-wear garments.

**200 MORE**  
of the Splendid  
**SILK SKIRTS**  
at the Remarkable Prices of  
**\$10.95 \$13.95 \$19.95**

*Which if it Had Not Been for the Paris Store would be Selling in Los Angeles Today for \$22.50 to \$35*

**W**hich you have added means in many more than 200 of these silk skirts at prices so low that you can afford to give them as gifts. They are made of the finest silk and are guaranteed to give you the most of the season. They are made of the finest silk and are guaranteed to give you the most of the season. They are made of the finest silk and are guaranteed to give you the most of the season.

Colors	Materials
Black	Black
White	White
Blue	Blue
Red	Red
Green	Green
Yellow	Yellow
Pink	Pink
Grey	Grey
Brown	Brown
Orange	Orange
Purple	Purple
Gold	Gold
Silver	Silver

**Sports Jackets to Wear with Silk Skirts**

Jump suits: 12 colors \$12.25  
Tweed suits: 12 colors \$14.75  
Flannel suits: \$11.75  
Oxford suits: \$11.75  
Oxford suits: \$11.75  
Wool suits: \$11.75

**THE Paris**  
CLOAK & SUIT STORE  
1015-1017 Broadway

### Organdie Frocks Keep One Young

*And when they are at Moderately Priced as these, They Keep One's Pocketbook in Good Condition too.*

**M**rs. J. C. and her daughter came to the store about 10:30 AM. Daughter was intent on adding several fresh-looking, winter frocks.

*"Oh, dear! I wish I could wear these little frocks," sighed mother. "They're charming!" "Why not," asked daughter. "Please buy one for me!"*

*And mother did just that. As for daughter's dress—well, that's another story. She had to buy two more dresses before she was out of the store.*

**Hundreds of other mothers like do this same. As for daughter's dress—well, that's another story. She had to buy two more dresses before she was out of the store.**

**Organdie Frocks with Lace Trim, \$17.50 and \$19.75**  
**Organdie Frocks with Lace Trim, \$17.50 and \$19.75**  
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**Organdie Frocks with Lace Trim, \$17.50 and \$19.75**

**Taffeta Dresses Marked Down to \$19.50 \$23.75 \$26.75 \$34.75 \$39.75 \$48.75**

**New Tweed Suits, \$33.75**

**The Madonna Gown Is a Prize to the Givers**

**Tie-On Wool Sweaters \$5**

**Gray Canton Crepe Quilted Coat, \$55**

THE PARIS, 1011-1 Broadway

Here one sketch dominates the ad, yet is balanced by darker illustration opposite. The type style and arrangement are excellent.

attractive setting. Use merchandise out of stock, and for models use your own girls.

Have a place in the program so you can show the audience by numbers what the garments are and list the prices. A certain store showed more than fifty costumes in this way. None of the garments went back to the store. Many of them were bought as the models took them off. Some of the models bought them themselves at the cost price.

Personal contact was established between the women in the audience and the girls wearing the garments. Acquaintances were made

# "One-of-a-Kind" Window and Counter Sale Always Works

Sweep Up All Odd Bits of Merchandise and This Method Will Clean Them Out

WAS there ever a store, big or little, whose various stocks did not accumulate odds and ends of merchandise? There never was. There will be a discontinued line in one department with only three items left, none of which fits the stock. For example, one size in a corset; one model in a dress or hat, or a line of shoes. Odd sizes in shirts, collars or men's suits, one or two bottles of perfume, a yard or two of a desirable piece of silk, cotton goods or velvet.

How can the store term these stumbling blocks to stepping stones of profit?

One of the oldest ways is one of the best. Collect from all the departments as many representative items of the odd size, discontinued line, one-pattern type as possible and arrange them on a long narrow table. Put on the price ticket of each its original price in black letters, the sale price in red, etc. At both ends of the table put a good-sized placard stating:

"If you can use these, they are yours at the red price—any article. We have only one of a kind."

It is costly to keep odd lots, short lines, etc., in stock, so the store can only gain if it puts very attractive prices on the "One-of-a-kind" items.

If a store wants to establish this event as a weekly or monthly event a little systematic publicity will soon do it.

Use the windows to show the entire collection the day before the sale. The day of the sale leave the window empty, but place this sign in it: "Everything you saw here yesterday is inside on a table at a 50, 60 or 70 per cent reduction," as the case may be.

This idea is bigger than it looks. There is more to it than clearance of odd things. Try it and see!

## Old Baby Duds Show A Sure-Fire Winner

HERE'S an idea which has to do with babies—oh, an old-fashioned baby clothes contest!

Cards announcing an "old-fashioned baby clothes contest" and also having an entry coupon should be sent out to the store's mailing list. The coupons could be as follows:

### OLD-FASHIONED BABY CLOTHES CONTEST

The accompanying garment (state just what garment).....  
 Was worn (what year) . . . by.....  
 Now in the possession of Mrs. ....  
 Whose address is.....  
 City or town.....

The advertising copy could be made to carry a great appeal by headlines and inserts as follows, besides cuts of little garments shown on and off young children:

"Where are the clothes your children wore? Have you a baby's garment worn a hundred years ago? Would you loan these garments to us for a window exhibit and contest? We are going to give prizes for old-fashioned baby gar-

ments submitted to us for display at our great white sale. For the oldest garment submitted there will be a cash prize of \$10 and \$5 as a second prize. For the garment showing the daintiest needlework, \$10, with a \$5 second prize. For the most complete outfit of old-fashioned garments \$10, second best \$5. The first entry received at our store, \$10; second, \$5.

"All entries will be given excellent care and returned to you in good condition. They will be placed in our show window throughout the week. Prize-winning garments and names of prize winners only will be shown on Saturday and cash prizes will be awarded them on the same day."



### "Tooth Birthday" Adds New Gift Day

Next in importance to the arrival of baby himself is the first tooth, as anyone can attest who has ever known a proud father.

Marshall Field & Co. propose to increase sales by fostering the "tooth birthday" and suggest that when a youngster loses a baby tooth he or she should have some fitting remembrance and consolation for the occasion.

Among the things mentioned as appropriate are dolls, surprise boxes, whittling sets, mechanical dogs, and tub and stuffed water toys and animals.

## How They Featured Their Baby Weeks

What Some Merchants Did for the First "Baby Week."

\* \* \*  
*An Alabama merchant gave away 1000 copies of a standard book on the care of baby.*

\* \* \*  
 Another merchant printed and inclosed in packages, appropriate and authentic slips on baby care.

\* \* \*  
*Motion picture managers presented slides and films on baby care, with complimentary tickets to mothers with children. Proceeds of theater performances were contributed toward expense of the local Baby Week.*

\* \* \*  
 The managers of some large plants printed Baby Week data on the pay envelopes.

\* \* \*  
*In a Michigan city health notes were printed by a department store and distributed to customers over the counter.*

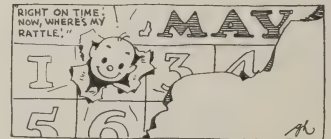
\* \* \*  
 Department stores in many cities gave space for baby conferences and lectures. Others displayed large muslin signs on their delivery wagons advertising Baby Week.

## Store Cross-Section Novel Ad Feature

The Kerrison Dry Goods Co., Charleston, S. C., used a novel method in their advertising for featuring their new store building. A distinctive ad showing a cross section of the entire building was used in the daily papers of Charleston and excited a great deal of local interest. It was particularly valuable because it showed the exact location of all departments, as well as the various features that are carried out in the store for better service.

## "Sign Here" Scheme Makes Lists Grow

When you can get the men to add their names to your firm's mailing list without their realizing it—well, that's going some. Here's how King Bros. Co., of Seattle, Wash., do it. After each sale of a hat, the customer is handed a pad of printed forms which reads: "FREE! You will receive a special signature slip to go under your hat band, showing ownership of hat, by signing your name and address below. Please write plainly." The men cheerfully sign because they feel they are getting something for nothing. The names thus received are checked daily against the firm's mailing list and any new names are added. A gummed sticker is then sent inclosed in a well-written letter of instructions on how to paste the slip in the hat. Manager Guy Bowen says it works great and is a mighty fine good-will builder for King Bros.



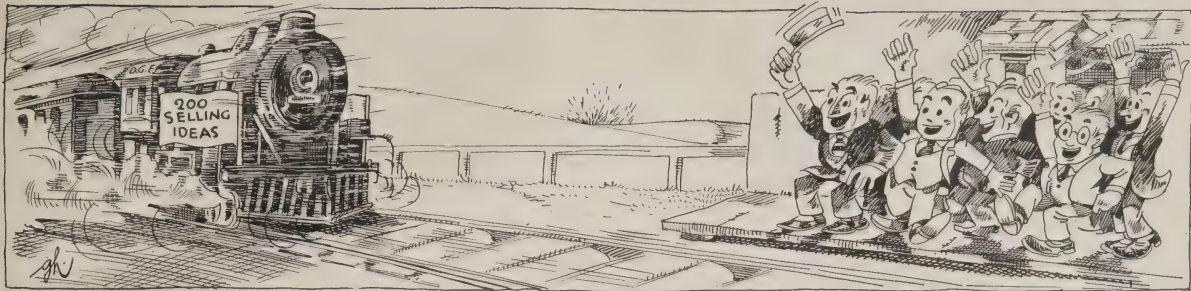
## "Today's a Birthday" Slogan Encourages Gift Toy Sale

"Today is Some Child's Birthday." This, the toy department's slogan at The Fair, Chicago, has proved very effective in encouraging the sale of toys for gift purposes. Supplemented by toy ads twice a week it has been successful in keeping up a steady, profitable volume of sales in the toy department.

Toys occupy a space on the fourth floor directly in front of the elevators. Formerly they were where the rug and carpet department is now. It was recognized, however, that toys are "impulse goods," while floor-coverings are bought as the result of premeditation and planning, and the shift was made with excellent results.

Toys are featured all the year, but their space is much enlarged for holiday selling. Booths and similar arrangements are utilized during the pre-Christmas period. This plan is most effective.





## Sounding the Alarm Brings Customers on the Run

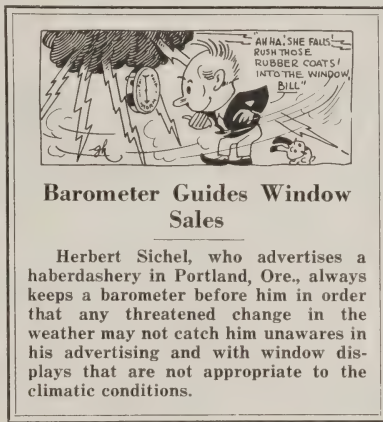
Here's one that has helped a small Southern store tide over many a dull period. It's called the "Silvery Chime Sale," and it's based on that plain, every-day occurrence in the best of families—the sounding of the alarm clock.

Once a week, in three or four departments, one to a floor, two alarm clocks are placed on a shelf behind a counter. Each one is set to go off by the store superintendent, and over the back of it is pasted heavy brown paper, so that not even the salespeople know what time the ringing is going to start.

When the alarm sounds, the buyer or head of stock, or whoever happens to be in charge of the department, takes out a sign he has ready and places it on a counter or table on which specials are shown. This card tells the percentage reduction to be made on the goods when sold, and that reduction is made until the second alarm goes off.

As nobody knows when that will be, interested customers are quick to make up their minds to buy. And the sound of the alarm never fails to bring them flocking from all parts of the floor to see what is on deck.

with customers. And it is so easy to acquire that no up-to-date salesperson will be content to rest without it. Hold a monthly quiz on this sort of instruction and learn whether your salespeople really know their goods. You need this, for even similar lines have points of dissimilarity and in trying to sell the more expensive items those points are the deciding sales factors.



## Barometer Guides Window Sales

Herbert Sichel, who advertises a haberdashery in Portland, Ore., always keeps a barometer before him in order that any threatened change in the weather may not catch him unawares in his advertising and with window displays that are not appropriate to the climatic conditions.

## Merchants' Buses Bring Buyers In

As an extra stunt to induce people from surrounding towns and cities to visit the Dollar Day sale at Fond du Lac, Wis., merchants of that city provided automobiles for free transportation to and from the railroad station to the shopping districts. The visitors were highly pleased with the thoughtfulness shown for their benefit and comfort. A band furnished a concert on Main Street during the noon hour. The bargain day sales were a big success.

## Feature "Personality Goods" Sale—Big

A sixteen-day sale of "Personality Goods" is a suggestion that will add much to the business of such departments as toilet goods, veilings, laces, jewelry, gloves and handbags.

Individual stores using this plan will want to give the event a name of their own choosing. They can do this better than anyone else, but three suggestions are offered by way of example.

- (1) "Personality — 16 Sections of Our Main Floor Feature It This Week."
- (2) "Women of Blank City Get Acquainted with the Source of Individuality in Dress."
- (3) "Sixteen Touches of Distinction — One Touch a Day."

## There's Art in Selling Even Prosaic Shades

Homer Bowers, head of the rug, carpet, and drapery department of M. B. Monn, Shelby, O., describes a plan for the display and selling of window shades.

"I had this casing built in the form of a window, but deep enough to permit me to hang a number of shades in such a manner that any one of them may be pulled down or raised in the usual way, thus enabling me to demonstrate all of the different shades I handle," he said.

"By the use of this device I have ready at hand a shade of each kind in water color, oil and tint, also the duplex—all in the regulation 36-in. width. These shades are all fitted with cord and tassel which I invite my customers to use in raising and lowering the shades so that they can see for themselves how they work and how they look.

"These shades are sure to become soiled in use. When that happens I shall at once put up new ones, as the showing of soiled shades is always inadvisable.

"I always mark each sample shade with a small, neatly typed card showing the designation of the merchandise."

With captions like these, the store will not need to go into long explanations regarding the purpose of the campaign.

## Trinket Gifts Mean Much to Boys—and Your Trade

An idea which many boys' departments have found excellent is to center the advertising rather on the boy himself than on his parents. It is of course necessary to stress quality and service in the promotion of sales in any boys' department, and it is just as important to make this impression on the boy himself as on the persons who will pay his bills. It is a good plan to get in as close touch as possible with the boy; to send him little trinkets, to find out his birthday and to always remember it in some small way. A pleasant little letter on a birthday and at Christmas is easy to get up, inexpensive to put through, and effective in making an impression upon the boy.

## These Silent Cops Made Their Silence Golden

THE Cedar Rapids Syndicate Clothing Store, Cedar Rapids, Iowa, attracted considerable attention to a recent sale by stationing two dummy policemen outside their store. The "policemen" were of heroic size and looked realistic in their blue coats and shining caps, "guarding" the entrances to the store. The hurried pedestrian, on turning the corner, was startled sufficiently to stop—and sometimes shopped. The passerby was warned by a big "STOP" sign each "policeman" held in his hand, while the advice given on the sign was to "Step Inside and See a Lively Sale."

## Often Small Things Decide a Sale

An easy step toward getting more business is to insist upon salespersons familiarizing themselves with the printed matter which most manufacturers inclose with their merchandise. For example, washable gloves usually have the directions for their renovation on a little card slipped into each pair; household conveniences are always accompanied by instructions for their setting up and operation; toilet requisites usually have little slips, or booklets inclosed in each parcel, which may contain useful information.

The mere reading of such printed matter equips the salesperson with information which is helpful and convincing in dealing



# Contest Within Contest Got Some Good Ideas for Voting Schemes

Employees Succeeded Where Management Failed, Producing Eight Ideas You Can Use

Recently the advertising department of one of Hartford's biggest dry goods houses decided upon having a voting contest among some division of the great public body, in an endeavor to stimulate business. After the advertising personnel failed to select just what they would like, they prudently invited some of the executives to name the specific form of contest. After a few days of futile decisioning, this august body gave up. However, one of them struck upon the idea of having a contest within a contest; in other words, this bright individual thought it would be doubly advantageous to invite all the employees to submit ideas, on the judicious supposition that the people who are in direct touch with the public are more apt to know what would be most tempting.

## \$25 for Best Contest Suggested

So, in order to bring the best out, a prize of \$25 was offered to the one submitting the winning idea for a voting contest, \$15 for the second and \$10 for the third; the last two prizes were offered mainly to gather ideas for subsequent use and to get everybody interested.

At a passing glance it will be seen how brilliant this was. In the first place, it got the employees on their tip-toes vying with one another to produce the acceptable idea; secondly, it inculcated in them an interest that might otherwise be absent in the project. A week was given them to get their suggestions in. They took to the plan with a vim that was as commendable as it was interesting.

## Some of the Results

The following is a partial list of some of the suggested ideas:

Allow ten votes on every \$1 purchase for the most popular clergyman in the city. Prize, Ford coupé.

Prize of new winter and summer uniform to the most popular policeman, fireman or

postman. Two votes on every 25-cent purchase.

Give a prize of a round trip to Niagara Falls to the most popular couple married within the last six months. One vote on every 10-cent article.

**A Sports Frock Spotted Down 'Main Street'**

**When a Young Man's Springtime Fancy Turns To--**

**A Coat's a Coat For A' That**

**Hankies to be Hankered After**

**A Story and Its Sequel of a Young Spring Suit**

**A Gingham Frock A-Forcing Would Go**

**She Put on Her New Gray Bonnet**

**Stockings Get Honorable Mention**

**Gloves and Sleeves Work Together**

**"Nighty Night," Said The Philippine Maid**

**Way Down South in the Land of Cotton**

**Maud Muller Had No Such Fun**

**The Artful Dodger Does a Toddle**

**The Rustle of Silks Was Faintly Heard**

**THE LION STORE**

Here is an ad that to the quick-to-grasp advertising manager offers ideas in illustration, heads and layout he will seize at once. The heads invite reading. The illustration is very distinctive, and each item stands out by itself.

A two months' vacation trip for the person having the most votes. One vote on each 25-cent purchase.

A complete wardrobe to the best dressed woman in town. Five votes with every dollar expended.

A gift of a piano to the best player, man or woman, in the city; number of votes to count. Ten votes to a dollar.

Give a complete baseball outfit to the high school class receiving the greatest number of votes. One vote with every 5-cent purchase.

For the most popular actor or actress in stock company (local theater), a Buick. Ten votes to the dollar.

## Picked High School Class Idea

Upward of two hundred suggestions were received, but the foregoing represent the pick. Most of the ones enumerated would undoubtedly prove money-getters, but the particular one accepted unanimously by both the executives and the advertising department was the idea of giving a complete baseball outfit to the successful class in the local high school.

Many reasons were advanced for this, the principal one being that the high school is a very popular institution in the city. Besides, the contest was being held during those superheated days preceding the opening of the baseball season. Another thing, and indubitably the deciding factor, was that the votes went with the smallest purchase: the five-cent article.

It was so successful that the girl who made the original phrase was rewarded in addition to the \$25 prize; she was promoted to a better position.

A lesson can be gleaned from this. It pays to take into consideration at all times the rank and file. Oftentimes hidden in the recesses of their brains may be re-posing ideas that, if awakened, could be utilized in stimulating business that may be napping.

# First Floor Helps Sales Upstairs

A very successful store found it practical to use a little of the main floor space—valuable as it is—to help the upper floors along.

There was a problem as to how to get customers up to the china and glassware department on the fifth floor. The first step in its solution was to arrange a three-day sale of odds and ends of merchandise in this department, every item priced at \$1. No newspaper advertising was used, but in a bargain square on the first floor samples of the fifth floor goods were exhibited. None of these articles were sold. If a customer wanted one of them, she was told where she could get it—on the fifth floor. The result was that numbers of people sought the upper floor, and in the three days' sale period more than 3000 pieces of the special merchandise were sold.

# Use Other Stores' Windows to Sell Your Goods

Even if your window display space is limited, often you can increase it by taking advantage of a vacancy in some other store building. That is what a big Southern store has found advantageous. A vacant space formerly used by a large men's wear store was being fixed over. It had three large windows facing on the street on which the department store was located, a few minutes' walk away. In two of these windows were hung heavy curtain backgrounds and in the other the background was of painted canvas. In these windows were placed furniture and dainty fabrics. Signs of moderate size announced that the goods were on sale at the store holding the event. There is no reason why this cannot be done elsewhere. Possibly several such extra display spaces in scattered localities could be used to advantage, as they would be seen by a larger number of people than would pass the store itself. Just how much credit may be given these windows for the success of the pre-inventory sale cannot be guessed, but certainly a visitor to the store found every aisle crowded early in the morning, on upper floors as well as on the main floor.

# Know Farmers and Beat Mail Order Houses

DOWN in Alexandria, La., the merchants decided that the best way to combat the inroads on their business made by mail order houses was the starting of "acquaintance tours" into the rural districts surrounding the city. A committee representing the merchants of Alexandria made regular auto trips into the country each day and chatted with the farmers, made friends with them and did not directly try to sell anything—just "to get acquainted," they explained. And the country gentlemen liked the idea of this personal visit and they came to town more often just to keep up the friendship—and incidentally they spent more when they came. Sounds like a pretty good idea—and it pulled good results down in Alexandria, so we're told.



## Tell 'Em When To Wear Sport Clothes. They'll Buy Them Then

Why not compile a list of the occasions on which sports apparel could appropriately be worn by the women of your city and place the list in the window in which you were making an exhibit of such apparel? With the list could be some placards urging the reader of the list to purchase more sports clothes.

Of course local conditions would modify any general list, but the whole thing might read like this:

"Of course YOU will want more sport clothes this summer!"

"Think of all the times and places where you will feel improperly dressed unless you wear sports apparel. Look at this list:

"At the lakes, at summer resorts, automobiling, bicycling, canoeing, country club, dances, fishing, golfing, hikes, picnics, playing croquet, tennis, working in the garden, etc., etc.

"In other words, there will hardly be a day during the summer time when you will not need sports apparel.

"Come in and pick out your sports clothes NOW."

With such a list it would be an easy matter to frame a very unique display. The various items of sports apparel might be shown in the window with the list and then a ribbon might lead from each garment to the summer time activities on the list where such a garment could be appropriately worn.

This not only pleased customers, who were saved fruitless searching, in many instances, but also made it possible to care for patrons quickly.

This thing, too, of giving all the sizes offered in each lot is a splendid thing, as it saves disappointment on the part of women who may come looking for certain sizes with the idea gained from the advertising that all sizes were represented, only to find that their particular size was missing.

The Wolf & Dessauer store did a good business on corsets as the result of this advertisement.

**TUESDAY, AT 9 O'CLOCK**  
**"Spokane's Greatest Dress Sale"**  
**762 NEW DRESSES**  
 All Included at Unusually Low Prices and  
 All to Be Sold at One Low Price

**\$25**

**THE MATERIALS**  
 All the latest styles in  
 Fabrics, Colors, and  
 Patterns. All the latest  
 styles in  
 Necklines, Sleeves, and  
 Collars.

**THE FITS**  
 All the latest styles in  
 Necklines, Sleeves, and  
 Collars.

**THE PRICES**  
 All the latest styles in  
 Necklines, Sleeves, and  
 Collars.

**THE QUALITY**  
 All the latest styles in  
 Necklines, Sleeves, and  
 Collars.

**THE QUANTITY**  
 All the latest styles in  
 Necklines, Sleeves, and  
 Collars.

**THE DATES**  
 All the latest styles in  
 Necklines, Sleeves, and  
 Collars.

**THE PLACE**  
 All the latest styles in  
 Necklines, Sleeves, and  
 Collars.

**THE TIME**  
 All the latest styles in  
 Necklines, Sleeves, and  
 Collars.

**THE RESULT**  
 All the latest styles in  
 Necklines, Sleeves, and  
 Collars.

## Sale Corsets Grouped by Characteristics Sold More Easily

The plan of separating a large part of its corset stock into four lots, all priced at \$4.69 each, with different kinds of corsets in each lot, was the plan recently adopted by the Wolf & Dessauer department store, Fort Wayne, Ind., for putting over a rather unusual and particularly successful corset and brassiere sale.

The lots were separated as follows:

"Lot No. 1. Silk jersey corsets in sizes ranging from 25 to 29 and at values ranging from \$8 to \$15, all at \$4.69."

"Lot No. 2. Front lace corsets, flesh-tint brocade materials, all with elastic gores and elastic patches in the back. Sizes 22 to 32."

"Lot No. 3. All back lace models. Each model is fitted with two pairs extra heavy hose supporters. Sizes from 20 to 36."

"Lot No. 4. A particularly interesting group of corsets for the nurse and for the woman who likes a practical front lace corset. Sizes 23 to 34."

### Easier for Customers

This thing of grouping the corsets in four lots according to the general characteristics of each lot had the effect of making it easier for women to find the sort of corsets in which they were particularly interested and to see whether or not the sizes they wanted were included in the lots.

This is the ad that turned the dress section of the Crescent, Spokane, Wash., into a dressing room crowded with all shapes and sizes casting modestly to the wind and trying on right in public, rather than miss a bet. The store showed the dresses in all its eighteen windows, preceding the sale. The dresses were duplicates of models which had sold earlier in the season from \$50 to \$125. An important point of the ad is that it gives readers just two points to concentrate on—the single price, and the drawings of actual models from which to make selections.

According to the newspapers, the sale was a riot. Several women found, after trying on new garments, that their own had been sold to eager seekers after bargains. Apparently, nobody cared.

The great thing was to get the dresses; to pick out of the lot the model selected from the ad's illustration. Never mind the temporary inconvenience. Forty extra saleswomen were provided to handle the sale properly; but they had a hard task.

The day's work had a most gratifying result—fifty per cent bigger sales than the best previous record.



Here, a window with background of dark polished natural wood sets off to excellent advantage garments all in white. Each article stands out by itself as a unit, yet all are related. Arranged by Walter Zemitsch, display manager for the Famous & Barr Co., St. Louis.

## Store Mannequin Just Walks Apparel Out

Qui'e out of the ordinary is a store mannequin in the L. S. Ayers Co., of Indianapolis, who saunters her way through the building doing just what she loves best to do—wear pretty clothes and all their dainty accessories. One hour she flames in a velvet evening wrap with its smart chinchilla collar and tasseled chinchilla evening toque. Then she is seen on the street floor balcony charming weary customers in a dainty orchid evening gown. She loves to do it—and everybody loves to have her, for not only is she an attraction to customers, but the girls in the store feel a breeze of "pep" at the very sight of her.

## Promener in Negligée Best Sales-woman in This Department

A successful negligée department employs a mannequin to promenade in negligée through the department. She changes her garment frequently, and it is said that she is one of the best saleswomen in the department, although a silent one. She does not offer garments for sale, but many times during the day the garment which she is wearing is purchased from her back.

This mannequin also tries on negligées which customers are inspecting, and in this way the customer is enabled to get the real effect of the garment, whereas she could not do so if she tried it on over her street clothes. A fitting room is available in the department if a patron desires to try on the garment she is looking at, to see if it suits her particular type.

How about stimulating your negligée sales this way?

## Doubling Support Helps Stouts—and Corset Sales

Did you know that you could sell the combination corset-brassière garments to your stout customers to wear over the corset? If you do not think it is a good idea, try it on the next "stylish stout" and see the result. The unbelted straight front models are best for this purpose. The corset is first fitted and adjusted in the usual manner, then the brassière garment is fitted carefully over it with the supporters alternating with the corset supporters. The front supporter comes just inside the front corset supporter and the side supporters may be fastened between the side and back supporter or left unfastened.



## "Men's Gloves Every Day" Built Sales

Men's glove departments in the average store never have more business than they need. Here is an idea worth consideration. It was used for years by a department store in a fair-sized city and built up the department more than any other feature of the service: The store ran in every ad it published this slogan—"Men's Gloves Every Day."

Sometimes this was set in 14 pt. bold in a part of the ad which was devoted wholly to women's merchandise, at other times it appeared near furniture, draperies, shoes, toilet goods, anything. It appeared in practically every department of the ad excepting the glove advertisements. This little slogan sold thousands of pairs of gloves while it was being established and still sells them.

An idea of this kind can be applied to the departments selling men's hats, women's corsets, bedding, such as mattresses, comfortable, shoes, either men's or women's, and such staples as linens, towelings and dress linings.

## "Children's Week" Made Sales for Future

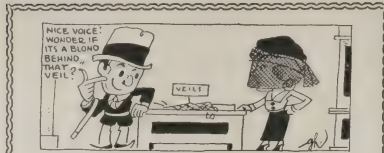
The Fleisher Co. of Hagerstown, recognizing the fact that the child of today is the customer of tomorrow, conceived the idea of familiarizing the children with their store through a well-advertised Children's Week. Special programs were prepared for the entertainment of the younger set and at 2.30 o'clock daily the entertainment started promptly and continued for one hour and a half. The entire front of the store was devoted to an improvised auditorium with a large seating capacity.

The program included offerings of Hagerstown's best-known talent, such as recitals, tableaux, etc. Every detail was carried out with great care from the advertising features to the carefully planned six-page programs. This was a boost for the children's departments and for those carrying garments for their parents.

## Fireless Cooker Cooking Sells More of 'Em

Now is the time to talk fireless cookers. Warm weather is right before us, and women like the idea of "putting the dinner in the pot and forgetting it," so they can enjoy an interesting book.

The best way to make sales of fireless cookers is to change the minds of women who don't know anything about them but who have about as much faith in them as Columbus would have had if Marconi had revealed the possibilities of the radio. Convince her by demonstration either in the house furnishings department or in the window or both. You'd make 'em sit up and take notice if you would show a cooker with two receptacles, in one of which a roast is being browned and in the other ice cream is being kept hard. Five expensive machines in 90 minutes is a pretty good record, but a department store did that on the strength of a demonstration.



## Girls Demonstrate Veils by Store Use

Mrs. M. Hoff, manager of the veiling department for Livingston Brothers, San Francisco, is noted for enterprising selling ideas. She has stimulated great interest in her veiling department by having girls behind the counter wear trim black hats draped with narrow chantilly lace veils. This "stunt" was inaugurated on the Saturday before Easter, with the result that the total sales for that important day were greatly augmented.

Not only the black lace veiling novelties were eagerly taken, but interest in various types of draped veils and veilings by the yard soared to new heights.

## Segregating Sizes Made Gloves Easy to Buy

In staging a recent sale of gloves a Middle Western department store cut down the confusion which is usually incident upon such a sale by having a number of tables devoted to gloves and by displaying only one size on a table.

At the foot and head of each table were placed large signs telling the size of glove to be found at that particular table. This enabled all customers to go at once to the tables where their particular sizes were to be found. In this way a vast amount of confusion and congestion was eliminated and the sale was tremendously speeded up.

## Just Wrap Blankets Around Customers

Customers who respond to an August furniture sale are good prospects for blanket sales. Get in a requisition for one of the best windows in the store for the first week of August and see that a definite promise of it is obtained from the display mmanager.

Show your blankets in such a way as to impress upon every customer the fact that you have blankets, the best and newest blankets in town, and that these blankets await the customer's inspection.

- Put a sign in each elevator;
  - Put one or more in the furniture department;
  - Put a good sized ad in the paper;
  - Send out stuffers with packages;
  - Dress up your department so that customers who pass through it will see a new arrangement of the goods and get a new impression of the merit and desirability of your blankets.
- Look your stock over now and pick out samples of each kind and size. Get the display manager to help plant a department display, a window and, if it can be arranged, a showing in the furniture department.

## Watch Dolls Sell Your Ribbons

When a new batch of ribbon comes in, especially in several ranges of narrow and wide widths, get about ten dolls from the toy department and arrange the dolls behind a rack so only the heads and necks show. A curtain of dark velvet or other material will serve to cover the bodies of the dolls. Arrange the row of dolls along the top of the ribbon showcase. Then take a short length of ten of the best colors of the new ribbon and tie little bows, about three inches across, on the neck of each doll. Put the yard price under the bow; pin it to the top edge of the curtain. Then display the two wide widths of ribbon near the doll display. You will find women will stop and look at the doll bows and then the stock of new ribbon. This idea will go best on a counter. It has no window value.

## Helping Save Baby Waste Pays Dividends

One baby out of every seven born dies annually, and the life of this seventh baby is often sacrificed because of improper care. Expectant mothers, even among the large foreign-born laboring classes, have been awakened to this alarming death rate and now seek all available information on maternity and the care of the child.

"A good reference library" which has a free distribution is bringing customers to the stores which have installed it and giving mothers and prospective mothers the advice of famous baby specialists in the care, feeding and clothing of the child.

Under the circulation plan suggested to stores securing these libraries, each visitor to the infants' department is allowed to draw one book at a time and have it in her possession for a week or ten days without cost, by simply signing a card with her name and address. This, of course, brings the mother, or expectant mother, back to the store to return the book and perhaps to draw out another.

## Sell Short Lengths Through Notions Dept.

GET rid of your short lengths in silks, white goods and linens through the notion department. There is always a rainy day on every vacation. Many people would like the idea of preparing gifts for various occasions ahead of time if the ideas for the gifts were worked out for them.

A novel way of making a handkerchief may be shown in the notion department. Get the short lengths of crêpe de Chine, linen and fine lawn. Voile is very much used in the newer handkerchiefs. Cut these short lengths into squares. From your notion department use the finest of narrow picot edging that resembles lace. It comes in white and colors. Insert the edging in the narrow hem and hem the handkerchief with the same color in a double strand of silk, using a long, loose stitch. The nearer the edge of the handkerchief the better the picot edging shows off. Several of these handkerchiefs shown in the case with all the equipment for making them, including the piece of crêpe de Chine, the thimble, the needle, the picot edging as it unrolls from its card, the silk for hemming as it unwinds from the spool, would suggest the well-planned joy of getting a few gifts made up ahead. Show boxes in which they may be wrapped and pretty cards with them. Offer this idea to your customers in a package that will fit into a suitcase or week-end bag readily. Let the price card with the picot edging tell how many minutes it takes to make the handkerchief, together with the idea, "Now is the time to think ahead. Take a stitch ahead and when a gift-day comes you will be ahead."



## Progressive Discounts Sell Hosiery to All the Family By the Dozen

Every store, more or less, at some time or other, holds a boxed hosiery sale. An unusual variant of it and a most successful one has been used by a Pacific Coast store. This store holds a "Box for the Family Sale" twice a year. Men's, women's and children's hose are included, the men's numbers being brought from the men's department to the women's for the occasion and placed on a counter by themselves.

The idea is to sell hose for everyone in the family. A customer may buy as many as she wishes, but she benefits most when she buys more than one size. The regular prices are quoted, but if she buys women's and children's hose she gets a discount of 20 per cent. If she adds men's hose, the discount rises to 25 per cent. And for each additional size in each variety there is a further discount of 2½ per cent, so that if she has six children and buys stockings for them all, she is in great luck. If she buys only for herself, she gets 15 per cent off the regular price. All the hose are placed in one box, prices totaled, sizes counted and the discount taken off.

When the buyer was asked if that wasn't an expensive kind of sale to run in a town of large families, he replied as follows: "We don't think so. We do it only twice a year, and what we are after is to get women to coming here for children's hosiery, instead of patronizing the neighborhood store. We want the men's sock business the haberdashery would otherwise get, too. We are convinced that it pays us. The goods are special purchases, and the reductions average little more than we take in our store-wide sales. But customers like the idea of progressive discounts, and they respond splendidly."

## Employees' Games Set Sports Wear Example

Are the salespeople in your store full of pep and enthusiasm because of the good times they have playing at sports after working hours and on Sundays?

Why not find out about the sport loving tendencies of your salespeople and then tell about their favorite sports in the ads and show windows in which you exploit sport goods?

You might present the proposition by a placard or advertisement reading like this: "EVERY SALESWOMAN IN OUR SPORTS GOODS DEPARTMENT IS A SPORTS LOVER"

"All the saleswomen in this department play tennis, swim, play basketball or engage in other sports."

"That's why they are so splendidly able to give you perfect satisfaction when you buy sports apparel at this store."

"And it is because practically all the sales-

people in our store are sports lovers that this store has such pep and enthusiasm and puts such particular vim and verve into the selling of sports apparel.

"Patronize this store. And take a hint from this store's sports lovers—get out into the open and engage in sports this summer. You'll feel a lot better if you'll do so."



## They Had to Have That Other Hose

Mr. Kepp of the Kepp-Baertsch Co. of Rapid City, S. D., pulled a "stunt" (that made a hit with the ladies, and no mistake. He took a list of what he calls his "hundred best customers" and to each name he sent one single lisle stocking of a fifty-cent grade. A letter accompanied the stocking stating that if the recipient would call at the store with that one stocking, she would be given its mate—and also a chance to get some very remarkable values in silk hosiery.

## Store Play Spirit Toy Sale Factor

The toy section must represent the spirit of childhood. Children should be permitted to ramble around the department. Price tags should be placed on all articles because when a child looks at a toy, if it does not cost too much, he or she is very likely to exert enough influence to get it.

Have a sliding board or a sand pile, where the children can play. A doll house or a doll hospital, a talking machine and other automatic toys with which the children can amuse themselves, make the department a desirable playground and an active sales factor. Some of these suggestions are carried out extensively in the toy section of the Hochschild-Kohn Co., Baltimore. They also have tea tables and sets and novelty dolls sitting around. Baby dolls are also in cradles and buggies, and kiddie koops have dolls inside. Sewing baskets and other toys for girls are on display and sand buckets and other toys for boys, are in plain view and easily accessible for easy examination. Carrying out the spirit of childhood is responsible for this twelve months' business in the Hochschild-Kohn Co.'s toy department.

## Capitalize School's Tooth Brush Drill

The influence of school instruction in dental hygiene is more and more noticeable in the toilet goods department, and may be effectively capitalized by featuring dentifrices, tooth pastes, and other toilet preparations which will appeal to children. It is well to find out what lines are being advised for children's use, and to feature them in such a fashion that the young purchaser will be made to feel at home, and to take a personal sort of interest in the toilet goods department. Combinations of brush and dentrifice might be offered at a special price to school children, and if they can be boxed and wrapped in an attractive manner, so much the better. Not only are children becoming better and better customers for toilet goods, but in the large cities they are introducing into many foreign homes the idea of dental hygiene. Many families to whom the tooth-brush was a dark mystery have gotten acquainted with it through the influence of a child who has been impressed in school with new ideas of cleanliness and hygiene.

## Dirty Rug Guess Sold Twelve Machines

The Chambersburg Company of Chambersburg, Pa., left a small rug on the sidewalk outside of their store for thirteen days, when it was taken in and cleaned with one of the vacuum cleaners that they intended to make a big splurge on. The rug, the sweeper and the pan of dirt that came from the rug were placed in the window with a notice offering a prize to the person guessing nearest to the correct weight of the dirt. The contest was open for a week, and from the number of slips turned in it seemed like everybody in Chambersburg took a guess. Anyway, it certainly introduced vacuum cleaners in good shape and over a dozen actual sales were reported.

## Sell Women's Hose to Men—They Buy 'Em

In the Friday evening and Saturday morning ads which started the usual campaign on men's articles for holiday selling, many readers of an Eastern store's ads were surprised to see an advertisement for women's hosiery.

These ads were headed, "Buy her a box," and underneath, "You can't go wrong. If in doubt about her taste, buy plain black silk."

The briefest description of each stocking was given, with the box price, and at the bottom, "In plain white boxes. Before Dec. 18 boxes will be initialed in gold."

For the latter feature a supply of gilt initials similar to those pasted in hat bands was bought. Purchasers could designate the combination of letters desired, and, presto! there was the white box with the initials of the one the gift was to go to. The idea was well liked, and it was very helpful in getting a larger advance business than normal. This is so simple and easy a way to gather in additional sales that it may be used any time. There are always birthdays coming along.



Here is a good suggestion for a hosiery window. It may be used with wax figures behind the curtain, as though living models were about to parade on the platform. A method especially adapted to showing novelty or high colored stockings. Arranged by P. E. Bivrell, display manager for the Fargo-Wilson-Wells Co., Pocatello, Idaho.



# Personalities Behind Discarded Ties Will Talk Sales if You Let Them

Get the Human Interest Touch—It Appeals to Men's Imaginations Even More Than to Women's—Simply a Matter of Observation and a Few Notes

COLLECT the ties discarded from time to time by customers who buy and change in the department. Keep little notes which sketch out the former owner's personality and any interesting points regarding his tastes and character.

After you have a good collection of discarded ties begin to feature them one or two at a time in the foreground of window displays which tell about the former owner of the tie. Make the cards brief but interesting. Tell what the man said when he discarded the old tie. Speak of how he walked when he left the store and any other little humanized touch you can think of.

Let your store adman amplify the story a little in his advertising and refer to the window display.

If this is kept up consistently for six or seven weeks three things will happen. (1) Men will begin to watch your necktie displays, (2) they will begin to read your necktie ads and (3) they will begin to come in and buy new ties—men who have never visited your store often.

There is something curiously attractive to a man about something he has worn after he has discarded it and forgotten it. Mention no names of course, either in ad or windows; but make it plain that the ties belonged to men who live in town and who bought them at your store.

No adman ever lived who could create the impression among a few men at a time that a man could who suddenly said, while looking at the old ties, "I'll be blanked if there isn't one of my old ties! Well, I'll be jiggered." The other men who are looking at the display with him will hear and human nature will do the rest.

This idea has a human touch, it is original in execution and has a decidedly local flavor if skilfully carried out. Men get to liking the

place where they buy a few ties regularly. This idea makes them want to like your necktie department. Try it, even if you improve on the way to carry it out. There are many variants to the plan.

## Stress Things Important to Boys, to Win Their Trade

Boy Scouts, little clubs and other gatherings which have colors or special insignia are well worth cultivating by the boys' department. It is well to have always on hand a complete line of caps with the various school colors, all of the necessities of Boy Scout equipment, and the bits of insignia for which any grade of school or Scout might call. The appeal should be made to the boy, as well as to his parents, and if boys can be made to feel at home, and their parents can be convinced that that child can shop for himself satisfactorily alone, the chief battle of the boys' department is won. If the head of the boys' department likes boys and can make himself one of them, so much the better. A man who will attend Boy Scout meetings, and address them, and who can get on terms of genuine friendship with the boys is worth his weight in gold to any store, and is not only winning business for the moment but is laying a solid foundation for the future. Grown-up boys do not forget where they were well treated in their youth.

## How to Feature Locations on Hot Days

Electric Fan Zones—Divide the store, especially the first floor, off into zones or areas. And on certain days of the week announce in ads and by window signs that such and such a number of the store's "most attractive unadvertised values for the day" are located within 10, 15, 20, 30 ft., etc., from the position of electric fans.

Most stores have several electric fans going in hot weather. Suppose there are six of them located at different points on the first floor. Number the fans with a good sized placard tastefully made. Call them "Cool Fan No. 1, No. 2, No. 3," etc. In the ads state that a money-saving value or two, unadvertised, are located "in a ten-foot radius from 'Cool Fan No. 1.'" Do the same for all the other fans, devising values from a list of different sections.

This idea accomplishes three things, all of them worth while in the hot weather: (1) It advertises in a graceful way the thought of cool shopping. (2) It establishes an interesting kind of curiosity—"unadvertised special values." (3) It emphasizes store locations in a timely and individual manner.

And lastly, it does something not done every day, and its novelty will appeal.



## 500 Fitting Failures Bought Goods Anyway

Mayer Israel & Co. sprang a new stunt in New Orleans when they advertised a suit worth \$75, for \$1, to the first man whom it fitted. A 46 long was selected to be the \$1 suit—which made the fitting much harder. Before the right man was found, nearly five hundred of them came to try on the suit, and when they found their figures didn't belong, most of them took a look around and made purchases of other bargains.

## "Courtesy Card" a Friendly Idea

There's one store on Broadway whose windows are especially attractive, and right in the center is always a neatly lettered card that suggests a friendliness to window shoppers. "We thank you for stopping to look at our display. We hope it pleased you. For more information about any particular article, come right inside. If you are not ready to buy, thanks anyway for stopping."


That's interesting, isn't it? And don't you think there is a little thought here?



### Just Pictured Points to Sell Shirts

Miss Marcia Connor, advertising manager for the McDougall & Southwick Co., Seattle, Wash., tells this about the gigantic shirt sale that she put over: "One good ad did the trick. We didn't say anything about 'tremendous bargains' or 'slaughter' or 'sacrifice.' The advertisement showed a picture of a shirt with arrows pointing to complete construction details of the shirts. A man can tell whether he likes the pattern or material, but he can't tell, in looking at a shirt, that it is cut full, with generous armholes, etc. But we knew all about these shirts, so we told the men how they were built—and they bought them by the dozen!"

## FIVE HUNDRED DOZEN SIX THOUSAND SHIRTS



**\$350 VALUES \$350 CHOICE OF THEM ALL**

# \$1 45

We offer in this great sale the surplus stock of the "Dabbler" Shirt Company of New York, embracing in the assortment the finest qualities of fabrics and the most exact measures in the most beautiful variety of styles and patterns ever shown. Every shirt guaranteed perfect in tailoring and fit.

SEE OUR CHAMPA STREET WINDOWS MAKE YOUR SELECTIONS EARLY

OUR SPRING OPENING STYLE SALE OFFERS MEN'S AND YOUNG MEN'S

### FANCY SPRING SUITS

\$30 to \$35 VALUES	\$38 to \$40 VALUES	\$45 to \$48 VALUES	\$50 to \$60 VALUES
<b>\$23</b>	<b>\$29</b>	<b>\$34</b>	<b>\$39</b>

**THE MAY CO**  
"THE HOME OF SOCIETY & DRESS CLOTHES"

Nothing fancy here. Just an ad with a wallop for everybody who sees it. The sort that pulls a splendid day's business



# Given Personality, Shoes Just Run

The shoe buyer who can see opportunity and has nerve enough to grasp it, together with the ability to make the most of it, will get ahead. A selling idea worked out by a big New York shoe shop some years ago will serve to illustrate the point.

A shoe was offered the buyer at an attractive price and was purchased. Then the buyer and the adman of the store got busy. They selected a name for the shoe and planned out a publicity campaign, using the newspapers and the store windows. The shoes were of a type that was distinctive and the advertising was full of catchy phrases—the kind that people repeat.

Sales came quickly, and as a result the shoes were soon seen frequently on the street. This was noted by the alert adman, who at once began to call attention to the number of the shoes that were to be seen "on the Avenue." This created a further inquiry for the shoes with a result that their popularity grew steadily, and the store sold a large number of pairs.

## Half Concealed Show of—Er—Limbs, Sold 24,000 Stockings

Twelve thousand pairs of stockings were sold by a store which staged a sale marked by a novel showing of hose.

The outstanding feature of the sale was its advertising through a "Promenade de Hosiery," held in one of the store's large windows the day before the sale opened. A stage was built 2 ft. above the floor of the window and a curtain dropped so as to leave a space of 22 in. above the stage floor. On the platform seven girls, selected from the store force, promanaded behind the curtain from 9 to 1 o'clock, and from 2 to 5 o'clock. Each girl wore samples of the hosiery in the sale, and the ads announcing the sale called attention to the promenade so that customers could see the hose to be offered just as they appeared in actual use. The curtain hid all of the models above the knee. During the time when the girls were out of the window forms took their place. The display attracted a great deal of attention from both men and women passers-by.

## Children's Playland Makes Shoes Walk Out

Getting shoe customers while they are young is a slogan which the Marott Shoe Shop of Indianapolis, Ind., thoroughly believes in. In the children's department alone more than a quarter of a million a year is done, so there must be something in the idea. George J. Marott sells more than shoes. To the kiddies he sells a heap of good-will. Look at this layout in the rear of the children's show department and it will be easily understood how he does it. A spot in rear of the children's section he calls Playland. It is equipped with a shoot the chutes, a sand pile, swings of various kinds, assorted toys and a variety of story books. He even has a maid, experienced

in handling children, who tells them stories of mystery and adventure.

At Christmas time— Oh, Boy! A true-and-honest-cross-my-heart Santa Claus makes his headquarters in Playland. He gives real presents away. Every day, however, children visiting the department are given some little trinket which pleases their fancy. Costly? Yes, but trivial compared with the increased business it brings.

## "Red Arrow Booth" Centers Bargains

The Burgess-Nash Co. of Omaha has discovered a new name for a bargain counter by calling it "The Red Arrow Booth." The Booth, which is in the rear of the downstairs store, is lighted by red incandescent bulbs, and is announced throughout the floor by large red arrows pointing in the direction of the booth. The Red Arrow booth is the abode of a daily special, and is always the center of a crowd of eager shoppers who have grown to look to it for bargains of especial merit.

## 24 Inch View Most Effective in Showing Shoe Styles

The most successful method yet found to show shoe styles on living models has been to draw the shades of several large windows to within 12 or 14 inches of the floor, and to have the models pass behind the shades, in this way showing various types of shoes with a few inches of appropriate stocking. The display usually has been used for three successive days in the two hours between 2:30 and 4:30 in the afternoon. Needless to say, while such a display will attract a world of attention in a medium-sized city, it must be used discreetly, and any appearance of overdoing, or of letting a tinge of vulgarity creep in must be sedulously avoided. Stockings and shoes must be perfectly matched, and the models must be carefully chosen and given several rehearsals before such a show can be counted on to pull its full value.

# Sell Full Rubber Wardrobe

"Buy a pair of rubbers for each pair of shoes, instead of one pair for all," is a slogan that is making many extra sales for Milwaukee shoe dealers. This is too good a selling argument to be kept within the confines of one city. Therefore the Economist puts it before its readers with the suggestion that it be used in all shoe ads for a time, and that all salesmen be instructed to advise customers to purchase rubbers that will fit the shoes and thereby give greater satisfaction to the wearer.

## Fabric and Fashion Bring Quick Returns

A dress fabric style show has been found very helpful in selling fine piece goods at Harrods, Ltd., London. An expert draper takes lengths of goods from stock and before an audience assembled by invitation dresses a live model in the latest fashion. Correct costume accessories complete the picture. As each garment is finished, the name and price of the material and the department where it may be found are announced. Only the latest and most authoritative styles in dress are copied by the draper. Such a show can be of assistance to the ready-to-wear as well as to the piece goods departments if new models for sale in the former are copied.

## "Came to Try—Stayed to Buy"

When Miss Agnes Ayres, the moving picture star who is featured in a picture whose story is closely allied with the legend of Cinderella, appeared in person in Duluth, Minn., the Glass Block advertising department got busy. They asked Miss Ayres, who is reputed to have the smallest foot of any screen star, for a pair of her tiny shoes which are made on a special last. These were placed on display in the window and an advertisement stated that the woman who could get them on—and acknowledged herself to be eighteen years old or more—could take the shoes home with her. The shoe department where the test was held prospered greatly through sales to those who "came to try and remained to buy."

## Live Furs Sell Dead Ones

Ever notice how people crowd around a window of a dog store? Well, why not utilize that knowledge to your own advantage? Five live gray foxes in a window trimmed in minute detail to represent a forest scene, was the unusual window attraction used by The People's Store, Charleston, W. Va., in connection with a sale of fox furs. M. L. Hoffstadt, who arranged the window, borrowed the foxes and used real tree stumps, leaves and all the fixings.

This is good stunt to use in connection with the August fur sales coming along.

**Hamburger's**  
 1000-1002 Broadway, New York City  
 Telephone BR 1-1000

**HAMBURGER'S MARCH SHOE SALE BEGINS TOMORROW**

**2000 Pairs at Present-Day Cost in This Semi-Annual Event**

Women's Shoes, 5.95  
 Women's High Shoes, 6.95  
 Men's Shoes, 5.95 and 6.95

Home Sewing Week  
 3-Piece Living-room Suite \$75.00  
 Arm Racks of Reed, 15.75  
 Wrought Iron Lamps  
 Star Vibrators \$5.00

This is a good way to use a general ad to put over a smashing shoe sale, without killing everything else on the page. Note how the Home Sewing Week sticks out, for instance, and the furniture and home furnishings are not lost, either.



## Sheer Repetition Forces Toilet Goods Interest

Why not recommend one big item a day for the toilet goods department? Why not feature it on a framed bulletin board at the entrance to the department and in the section where it is sold?

The important thing is to feature something, make people see it. It may be a bottle of perfumery, a special bar of toilet soap, bath salts or anything in toilet goods.

The item is not so important as the way it is featured.

Post the item in ten or twenty places in the department in a framed bulletin. The idea back of this method amounts to featuring by sheer repetition. People will begin to buy this item after seeing it ten or twelve times.

The placard or framed bulletin could have a title like this: "Our Special for Today." "Such and Such Toilet Soap." Put the title in one kind of lettering and the item in another and more brilliant color.

Devote a whole or a large part of one counter to the display of the item featured for one day and state that on the bulletin: "For Today Only."

Group ideas, or bulk-selling ideas, that is, a combination feature of several items at an aggregate price, offering the purchaser a reduction on the group, may be featured like this:

One can of talcum, one can of tooth powder or other dentifrices, one bottle of bath salts, two cakes of toilet soap, at the aggregate of all less, say, the price of one cake of soap, or some other item.

Ten or twelve groups of this kind properly advertised, well displayed on the counters and, if possible, exhibited in a window, are sure to bring a good volume of sales.

## Infants' Embroidery Week Stimulates More Than One Section

Infants' Embroidery Week is cram full of sales possibilities for your fancy goods section. Put the department in readiness with complete assortments for the infant, which would include bibs, dresses, slippers, slumber pillows, underslips, caps, bonnets, carriage robes, creepers, etc.

Get together the newest things in knitted sacques, sweaters, and booties to draw attention to the yarn and embroidery silks. Prepare to have these demonstrated by someone dressed to take the part of a mother sitting by her baby's crib.

About ten days in advance of Embroidery Week, send out artistically designed announcements. A clever folder with cover design showing a mother sewing tiny garments would be appropriate. This printed suggestion will not only promote sales for this department, but will push the ready-to-wear section for babies and growing children, as it is bound to stimulate interest and call to a mother's mind all of the things she has been meaning to sew and buy.

Follow the mail announcements with a Sunday adver-

tisement and window display, letting complete selections, along with reasonable prices—lower ones, if possible—be your selling points.

The art embroidery section should make itself indispensable, not only by being able to supply the things to be sewed, but by giving the information many young mothers are looking for. Little counter folders could be designed, telling of the things and amounts that a mother should have ready for her baby. Friends of young mothers are glad to get such hints, also.

electric fans, created a spot for toilet goods selling so cool as to rival nature's own woodland.

Jars of cold cream were frozen in blocks of ice. These were placed in attractive bowls and received much attention and excited favorable comment. A few special prices were announced for the occasion but the bulk of the business was done at regular prices. In one day 840 boxes of talcum were sold.

Toilet goods are essential to summer comfort. Think up some special features of your own and make Summer Comfort Week a notable and profitable occasion in your store.

**Holmes Store News**

Unusual Gifts For Bridal and Other Occasions  
From Far Away Lands and Near Homes Offers Countless Exclusive Suggestions

Lattice From Far Away Lands	Italian Marble From Far Away Lands	Pinked China From Far Away Lands	Decorative Dinner Sets
Crystal From Far Away Lands	Doulton & Watson Dinnerware	Handmade Dinner Sets	Cool Glass Dinnerware
Seating Silver From Far Away Lands	Crystal From Far Away Lands	Commodore Place Dinnerware	Clear Assorted Ware
Seating Silver From Far Away Lands	From Far Away Lands	French Brown Dinnerware	Polychrome Candlesticks
From Far Away Lands	From Far Away Lands	Gold-Embossed Ware	From Far Away Lands

**D. H. HOLMES CO.**  
117 N. W. 10th St., Minneapolis, Minn.

An ad that dominates everything else in the paper. You can't get away from it. The art work is unusually excellent and the merchandising of bridal gifts could hardly be improved upon. Here is an idea for use when you want to center the town's attention on one of your ads.

## Summer Comfort Week Sells Everyday Needs

Why not, during the warmest days in your section of the country, put on Summer Comfort Week, and link up everyday needs like talcums, cold creams and toilet waters, with fresh flowers, cracked ice and electric fans?

A store in a southern section sent miles into the country for a car full of mountain laurel and ferns. The enterprising management then obtained flowers and palms from a local florist, and with the aid of numerous

than by the other method, for the buyer could have as many things under each letter as she desired. If the idea should be carried out it would be a good plan to send out lists to your customers, getting up a folder in a clever manner and showing all of the things that would be on sale. The front cover might be illustrated, and the inside have a block for each letter with the article it stands for next to it. These might also be used as counter cards, so customers coming to the sale might know of the many things included. The goods could be shown on tables with alphabet letters on cardboard, painted to look like blocks, hanging above them.



Here's a dandy book window, showing books as useful home things, not ornaments. By A. W. Malet, display manager for R. H. Macy & Co., Inc.

## Drug Store Sampling Pulled "Dollars and More"

A window representing the interior of a drug store had a remarkable influence over drug sales in a Wisconsin store. During the day it was occupied by two girls in white uniforms who filled bags with samples of goods shown in baskets on the show cases, showing each sample plainly as they did so. On the shelves were sale items, price tickets being shown on each section. During the sale twenty samples were given away with each purchase of a dollar or more. Were there many "dollar and more" purchases? You should see the books!



## Sick-Room Visitors Will Buy Gifts if Properly Presented

Although of necessity prevented from doing his own shopping, the convalescent invalid is an individual well worth considering in any store which has specialties which will make sick-room life less irksome. An intelligent grouping of gifts, carefully chosen, suitably announced and offered by salespeople who are not afraid to make suggestions, will attract the attention of anyone who has a friend who must be amused during the tiresome process of recovering from an illness.

Books are generally acceptable, especially if the book department takes the trouble to select lists of volumes suitable for various ages and classes of patients.

\* \* \*

A convalescent usually enjoys writing letters, and likes to take advantage of the opportunity to catch up with neglected correspondence or to write acknowledgments of gifts or inquiries. Good stationery thus becomes an appropriate gift for an invalid, and a reliable, workable fountain pen or pencil will be welcomed as a friend indeed.

\* \* \*

Embroidery or knitting are not too strenuous for the recuperating woman or girl, and pretty selections of yarns, with attractively fitted baskets or bags to hold the knitting or embroidery, make another gift item for the invalid.

\* \* \*

Pretty vases to accompany floral gifts are worth featuring, too, for few hospitals ever have a sufficient supply to go around.

\* \* \*

For children there is a world of interesting toys, painting outfits, puzzles and games which should be suggested for the amusement of the active youngster who finds it so hard to keep quiet.

\* \* \*

"Gifts for the Invalid" could very easily be developed into a flourishing little department which would bring in excellent returns.

## Clown and Menagerie Draw Crowds—Speed Toys

"Arouse and maintain interest on the part of the kiddies." This is the toy selling gospel as preached and practiced by W. L. Milner & Co., Toledo, Ohio.

The toy department is an all-the-year proposition at Milner's. And it is a big proposition, too.

Last year Milner's gave away a pony, harness and buggy. The pony was a prize winner at the County Fair. Naturally, this aroused tremendous interest, and the results were satisfactory in every way.

Recently the store had a menagerie in the toy department, with rabbits, pheasants, monkeys and other animals and birds. This attraction ran for six weeks and it brought in an almost continuous crowd of children. A lot of free advertising came from one of the local papers in the shape of a story about one of the monkeys that escaped from its cage.

During the last holiday season a clown, dressed differently every day, kept up the novelty.

Another thing that Milner's considers very important is to have a toy window every day from the beginning of the toy season on, the window display being changed frequently so as to keep it fresh and novel.

## "Follow the Line" Made Ads and Windows Pull

A dry goods dealer who did considerable newspaper advertising and who made it a practice to put a few of his advertised articles in each of his windows, worked out a little idea to make it easy for people to find the advertised articles and he adopted a scheme that was simplicity itself.

As soon as the newspaper appeared with his advertisement he would paste a copy on the inside of his window and then he would run a narrow ribbon, generally red or some other bold color, from the back of the advertisement to the particular article or articles that were on display in that window.

In that way it was an easy matter to locate the article that was advertised without having to go over the entire window. This retailer found that this little idea helped tie up his advertising with his window displays.

## Let Local Lights Help You This Way

Something rather new in the way of putting over an anniversary sale has been adopted by Wolf & Dessauer, Fort Wayne, Ind., this store being one of the largest department stores in the State.

The twenty-sixth anniversary sale of the store started on April 25, and during the ten days previous to the inauguration of the sale the store devoted a column daily to a résumé of conditions in Fort Wayne as they were twenty-six years ago, during the year in which the store was started.

These résumés were not simply rehashes from the newspapers of the period but were authoritative discussions of the local theaters, sporting events, society, dresses and so on written by present prominent residents of the city who were also residents of Fort Wayne twenty-six years ago.

For instance, Frank E. Stouder, proprietor of the Palace Theater and other local theaters, who twenty-six years ago was operating the Masonic Temple, the only theater in the city, discussed old-time Fort Wayne theatrical attractions in a most interesting and entertaining fashion.

Mrs. Sam R. Taylor, one of the leading club women of the city, discussed the doings of Fort Wayne women twenty-six years ago in the same authoritative fashion. A. L. Randall, leading local automobile dealer, who twenty-six years ago was in the bicycle business in Fort Wayne, discussed former bicyclists and sporting events. And so on.

That this method of attracting attention to the sale was successful was attested by the great number of comments received at the store on the series. In fact, it is doubtful if any of the regular news features in the Fort Wayne papers attracted any more attention during the week previous to the Wolf & Dessauer sale than did these résumés. And as the result of this extra added attention for the sale, the sale went over with a rush.

## Community Quarters Bring Rural Trade

The merchants of Rock Island, Ill., banded together and shared the expense of a community rest room in which rural shoppers could wash up, rest, have their bundles delivered and assembled, and even cook their meals and be entertained on the days they came to town.



## Movie Program Guides Merchandise Offerings

It's an old stunt—so old that it's new with the present generation. They used to spring it way back in the days when "Camille" was the saddest show on earth. Now we've got our "Over the Hill" and many other weepy feature pictures to cry over—and several stores have told us how they cash in on tears. They watch the movie announcements and then put on a sale of handkerchiefs with the little suggestion prominently displayed, "Before going to see 'Over the Hill,' stop in to Blank's and fortify yourself with a large 'kerchief.'" And many criers heed the advice.

## Paper Novelty School Justifies Existence

Valuable results in attracting customers and realizing a substantial profit by the handling of paper novelties are shown by the G. M. McKelvey Co., Youngstown, Ohio. Classes of instruction have been conducted in the making of fancy articles out of paper, in the making of beads, etc., with sealing wax, and the decoration of vases with this same material.

The possibilities in connection with a department of this kind are almost unlimited. There was held at one of the local schools a flower cantata, the participants in which wore costumes representing different flowers. These costumes were made of fancy paper by the girls who participated, under the direction of the instructor in the store.

A party was given by a local iron and steel company at which about seventy-five were present, McKelvey's furnishing the decorations for the hall and for the tables, being made of the fancy paper, in the school of instruction.

In two weeks the store sold, through its educational and entertainment department, \$1,800 worth of material of all kinds. And, besides that, the school of instruction and the department itself has brought hundreds of people into the store, all of whom showed their interest in the work and the products.

## Expands Popular Shopping Hours

Reducing trade peaks and filling in trade valleys is one of the important problems the department store manager has to solve. There are hours when a store is crowded. Salespeople are too rushed to make the best of their opportunities. There are other hours when aisles are almost empty. The few customers about naturally are affected by the general lack of activity.

The remedy, of course, is to get people into the store at other than the most popular hours. One way it may be done is by offering favorable prices on a few items or on special services. In one store it has been accomplished by giving a 25 per cent discount on all work done at the Beauty Shop between the hours of nine and twelve in the morning. This has had the effect of increasing considerably the number of morning customers of this section and this increase has been felt in other departments. There are other offers which might be made with the same result, offers either of goods or of service.



# Ideas Adaptable to YOUR Store's Use

## Home Economy Talks Push Out Goods

Here's a grand and glorious idea that is used by the Jones Store in Kansas City with great results in their auditorium during the many lecture courses they stage for the benefit and enlightenment of their customers. For instance, during a series of "home economics" lectures, a group of display booths was arranged at the rear of the hall and in each booth were demonstrated articles of home convenience and economy which were brought out and spoken of by the lecturer. During the "sewing course" the booths displayed dress goods, accessories and such articles as are needed to make a home dressmaking venture a success. No mention of the booths with their merchandise is made by the lecturer, but the women who attend the lectures have to pass these stands on the "way out," and many of them stop for advice, suggestions and—purchases.

## "Cost Table" Grips Bargain Hunters

SOME time ago Lowenherz Brothers, of Columbus, Ga., inaugurated in their store what is termed a "cost table," and are obtaining some unusually good results with the plan. Every Tuesday and Friday some special article such as would ordinarily retail at \$1 to \$1.50 is taken from the regular stock and placed on the "cost table" for sale during that particular day at the actual wholesale cost.

On the day before, announcement of the article selected for the "cost table" appears in paid advertising space in the Columbus papers, and in the course of a very few months this store has made the "cost table" a sort of an institution, a definite part of the business almost, and a money-maker into the bargain.

## Toy Mouse Made Good Hosiery Show—As Usual

IN calling attention to their new hosiery department which has just been installed, the Eastern Company of Portland, Oregon, certainly called more than passing attention to a window display of hosiery which they arranged. A large fence formed the background of the window, and peeping out from behind the fence at the left were several small boys, one of whom held a string which was attached to a toy mouse in the foreground. A woman, lifting her skirts in alarm, completed the trim, while on the fence were regular theatrical "one sheets" giving necessary details of the hosiery department with an invitation to "come in and look around." But quite a lot of "looking" was done on the outside, too.

You Can Cut or Stretch Them to Meet Your Special Needs if They Don't Fit Now. A Tip Is Enough for a Live Wire

## Decorating Books Sell Housefurnishings

Four of the Thirty-fourth Street windows of R. H. Macy & Co., Inc., recently carried displays that without a word on cardboard suggested the slogan "double the business in housefurnishings by combining housefurnishings with books on interior decorating." For instance, one window showed a branded rag rug, a mahogany table and reading lamp. Books between book-ends were on the table. In the next window a comfortable reading chair and a mahogany book wagon close beside it suggested reading the books on the wagon. These were some of the titles: "Furnishing the Home of Good Taste," by Lucy Abbot Throop; "Practical Book of Interior Decoration," by H. D. Eberlein, A. McClure and E. S. Hollaway; "Inside the House Beautiful," by Henrietta C. Peabody; "The Art of Home Decoration," by Mary Harrod Northen; "Color Schemes for the Home and Model Interiors," by Henry W. Frohme. One or two books were open on the rug, showing beautifully colored interior pictures. One window grouped five pieces of furniture with a single book in the center. A simple idea repeated four times in different groupings carried much weight.

## Half Hour Specials Got Quick Action

HOURLY sales are, of course, familiar, but their drawback is that a customer will hardly wait an entire hour till another special is on sale, when she has once made her purchase. But there are ways of obviating this objection, one being even so simple a process as cutting the sales time down to half an hour.

Holzwasser, Inc., of San Diego, Cal., turned the store over to the buyers, each one of whom was to name a special to be on sale for a half hour only. The series commenced at 9 a. m. and lasted through the day till 5 p. m. Watchers observed that women were coming to the store early and moving from department to department as the time went on, holding a copy of the ad in their hands, of course. Naturally, other departments benefited in the few minutes between sales. In the glove section alone over 150 pairs of gloves were sold between 12:30 and 1 p. m.

Another stunt that worked perhaps too successfully was a penny sale, wherein a representation of a cent in the firm's ads was accepted as actual cash. Eight insertions in each of the three San Diego papers contained a printed "cent." One-half million "cents," or \$5,000, were presented in payment of merchandise. This is over one-third of the circulation of the 24 issues, and W. G. L. Tucker, advertising manager for the store, who has had considerable newspaper experience, said he believed it was the highest percentage of returns on record from advertisements in daily papers.



## Window Signs on Glass Save View of Goods

Some time when you want to push a sale right into the faces of people passing by your store, yet have to do it so as not to hide even the least bit of merchandise—try doing it as this store did.

The display man of the J. H. Anderson Co., Hopkinsville, Ky.—his name is M. S. Roos—got his goods together and arranged a good, "stocky" white goods window, that showed every bit of merchandise without crowding. Then he thought of his sign.

If he made it on paper and pasted it in the window, it would hide the higher placed merchandise, and also give the effect of a

comparatively low window, which he didn't want. The sign had to be made so that it stood out, yet hid no part of the display.

A minute's thought and the rest was easy. He took pulverized chalk (whiting), mixed it with water, and drew his letters right on the glass, inside the window where it could not be rubbed off by accident. He does it right along, and the effect is very good.

If desired, such lettering can be spread all over a window, without hiding a single bit of the merchandise to be displayed. It is so simple it is a wonder it isn't done oftener. Try it some time.



# Here Is a Ready Reminder for the Use Of the Busy Merchandise Manager

## January

By Ernest C. Hastings

## January

### Tuesday

See if White Sale is under way in good shape. Check up the store's figures and see what changes of operation are necessary for the coming year. See that all buyers' contracts are signed for this year.

### Tuesday

Give out the general budgets for the year and discuss them with the respective heads of departments. Make plans now for the spring home sewing week. Talk with cotton goods buyer about orders to be placed.

### Tuesday

Get after all ready to wear garments that are left and move out at any cost. Try to get some sweaters at a low price for a sale. Try a January Sale of toilet preparations and soaps.

### Tuesday

Try a comeback with the White Sale to get a little extra business. Suits are predicted as big sellers for spring. If so waists should move with an early showing. Why not a sale of things made of wool?

### Wednesday

See what Christmas goods left and see whether worth carrying over or should be cut to ridiculous price and closed out. Make arrangements to have wax figures done over in readiness for the spring season.

### Wednesday

See how Clearance Sale is going and reduce further anything that is not moving fast enough. See that stock of flannelette nightgowns, etc., is low and get rid of some if high.

### Wednesday

Take sufficient reduction on furs to move out. Why not try out a really BIG sale of towels? Announce and show some advance patterns in silks for spring if possible.

### Wednesday

Give over last few days of the month to Pre-Inventory Sale to close out all odd lots. Be sure every buyer will have an opportunity to visit the market this season.

### Thursday

Be sure Ready-to-Wear Department is showing spring merchandise. Have the men's furnishing buyer plan for a big shirt sale in February. Have a look at stock rooms for clearance merchandise.

### Thursday

Get the year's general policy ready for Saturday's buyers' meeting. Make advertising a little more sensational for next few weeks. See what special merchandise is available in the market for sale purposes.

### Thursday

See that we have a goodly showing of spring millinery and put in window of same. Make arrangements at once for corset demonstrations during spring season. Feature records in Talking Machine Department.

### Thursday

Don't forget an ad for folks going South. Are we going to have a spring fashion show this year? If so, make plans now. Don't forget some style information in the ads each day, if possible.

### Friday

Check up the display and general fixtures of the store. Clear the stocks of all men's and women's heavy winter gloves. Write the ECONOMIST for information about spring merchandise.

### Friday

Check up the Clearance Sale ad for next week to see if prices are low enough. Think over advisability of grass rug sale with reductions that will make 'em buy. Reduce any items in the White Sale that didn't sell.

### Friday

Slip through the warehouses to see if there is any winter merchandise to be pulled out and moved. Reduce prices heavily on children's coats so as to close out all those remaining.

### Friday

Check up bargain tables to see that they are supplied with best of bargains. Good time of year to go through shoe stock very carefully, taking out broken lines and sizes to sell at a special price.

### Saturday

Hold buyers' meeting and insist on all departments showing NEW spring things as a business tonic. No reason why a sale of house dresses shouldn't pull well middle of February.

### Monday

Biggest remnant and odd-lot sale of the year this week. Establish a bargain or odd-lot table in EVERY department and advertise. Is spring to be a BIG sports wear season?

### Saturday

Hold buyers' meeting and outline briefly the coming year's activities. Why not hold a bed and bedding sale some time soon as a sort of preliminary to February Furniture Sale? Have all counters and shelves repaired this month.

### Saturday

Hold buyers' meeting and emphasize fighting for business next few weeks. Are we caught with a big stock of women's wool, or wool and cotton or silk hose? If so, sell at a reduction.

### Saturday

Hold buyers' meeting and discuss spring stocks with them, giving general market conditions. Don't forget to plan for a sale of china some time next month. Don't hide jewelry left from the holidays.

### Tuesday

Let each department have a special table on which it will show odd lots of special merchandise. Check up the advisability of establishing a sports wear department in your store for spring. If you have the stock, why not an advance sale of women's silk hosiery? Talk over appropriations for the coming year.

### Monday

Be sure bargain tables have on them merchandise we're most anxious to clear. Better investigate blanket and comfortable stocks and hold a sale if high. See status of contracts for paper, twine and boxes for store.

### Monday

Start a general House Furnishing Sale, including floor coverings, draperies and kitchen things. What shape is the heavy underwear stock—men's and women's? Reduce and sell if high.

### Monday

Good time to try out a big Refrigerator Sale with genuine reductions. Don't forget the stock of boys' overcoats when closing out winter merchandise. Order porch swings and furniture soon.

### Wednesday

See that everything is set for the February Furniture Sale. Be sure all January Clearance and January White Sale signs are taken down tonight. Be sure all inventory sheets are in tonight.

# Another Ready Reminder for the Use Of the Busy Merchandise Manager

## February

By Ernest C. Hastings

## February

### Thursday

Advertise a showing of the newest dresses and suits. Keep a weather eye on stock rooms and warehouses for winter merchandise that must be moved. See if orders for bathing suits have been placed.

### Thursday

Every housewife is short of sheets and sheeting—try a sale. See if a separate space in the ready-to-wear department can be fixed up for sports apparel. See if reed furniture is on order for the summer. How much silk hose on order for spring?

### Thursday

Better investigate wool hose stock and see if it needs reducing. Advertise woolen dress fabrics suitable for making sports skirts and sports suits. Be sure toy department has tricycles and scooters and other outdoor things for boys.

### Thursday

Why not make an unusual event of Baby Week this spring? Make a list of the things the carpenters and painters are to fix up for spring. Check up the advertising appropriation for the spring season.

### Friday

Now's the time to feature white fabrics for making of Easter confirmation frocks. Hold a housefurnishing sale of enamel ware only. While planning sales why not try out an old-fashioned sale of bleached and unbleached muslin?

### Friday

Women can't resist a china sale if the prices are right—try one. Women's and children's flannelette gowns should be closed out. Have arrangements been made with pattern company for a dressmaker or demonstrator during spring?

### Friday

How about heavy underwear stocks? Get them down with a sale. Be sure to be prepared with boys' navy blue suits for the Easter season. Have an advance ad on the new wants for spring at a medium price.

### Friday

Get out the odds and ends of the store and stage a season end sale of odds and ends. See if the delivery wagons don't need painting this spring. See if some departments need to be expanded for spring.

### Saturday

Try another refrigerator sale some day soon, with real reductions. Close out broken sizes and styles of shoes at any old price to get rid of them. Hold buyers' meeting and urge getting in of novelties in spring goods to get extra business.

### Saturday

Get out left over grass rugs, get a few new ones and have a sale. See if umbrellas are on order for spring's rainy season. Hold a buyers' meeting and insist upon careful, thoughtful buying for the spring season.

### Saturday

Has the date been set for the spring opening sale? If not, do so at once. Why not a men's neckwear sale a week from today? Hold buyers' meeting and outline buying plans for March as well as opening plans.

### Saturday

Call attention to the new spring things in the store now. Change the backgrounds of windows for the spring opening. Hold a buyers' meeting and talk over the spring campaign with them.

### Monday

If furniture sale is lagging, get up a big ad on bedroom furniture at reduction. Hold a real sale of mattresses. Don't forget to have flags ready for Lincoln's and Washington's birthdays. Get baby carriages ready for an early spring sale.

### Monday

Have we held a Home Sewers' Week? If not, do so at once. See if dress trimming stock is in line with the new season styles. Has there been a sale of men's shirts this month? If not, try one. Good prices are 85c. for cheap ones and \$1.48 for better grades.

### Monday

Be sure the shoe department is showing some of the new novelties. If you have a wall paper department, hold a sale now. Investigate stock of both women's and children's raincoats. Spring will be a big building season—be sure screens are on order.

### Monday

Hold a spring sale of gingham and other cotton fabrics. Get up a neat and attractive price card to use throughout the store during the spring opening. Have all wax figures been "done over" for the spring opening.

### Tuesday

Be sure that all winter garments have been cleared out. If not, cut prices more. Be sure to run an ad on linens for spring brides. Use items like thread and soap to get people in on dull days.

### Tuesday

A house furnishing sale now for the house cleaning time. Be sure Easter greeting cards will be on sale on time. Be sure that all soiled merchandise is being moved in anticipation of spring opening.

### Tuesday

Urge patrons to order screens and awnings now at reduced prices. Plan a smashing toilet goods sale using the white season ideas as a theme. What are the size of refrigerator orders on file?

### Tuesday

Hold a spring sale of gingham and other cotton fabrics. Why not get out a special price card to use throughout the spring season? Have all your wax figures thoroughly gone over before spring opening. Hold a sale of men's gloves and hose. A special offering of silk petticoats would be good now.

### Wednesday

Can always get a big day with a sale of draperies and curtains about NOW. Investigate the fur stock and hold a sale to bring it down. Get a line on sweater possibilities for the spring season. Have hammocks been ordered?

### Wednesday

Try out a blanket sale, especially if some can be had at a price. Check up glove stocks and reduce prices on heavy winter ones if necessary. Make sure that ready-to-wear department has an advance showing of sports apparel.

### Wednesday

Not a bit too early to advertise the making of slip covers. A good sale of notions will always stimulate sales. Go through orders on file and make buyers cancel all that are overdue or renew same.

### Wednesday

Be sure everything is set for a drive for Easter business. Plan with the buyers of ready-to-wear the various trips to market. Ask corset buyer if she has completed arrangements for spring demonstrations.



# March Will See Lively Doings if You Keep Your Eye on the Calendar

## March

*Thursday*

Check up size of various stocks to see if any are heavy. Don't forget automobile veils and accessories in your selling plans now. Go over the DRY GOODS ECONOMIST for selling ideas that can be used for spring. Have buyers call all new merchandise to the attention of the salespeople.

*Friday*

Be sure everything is ready for spring opening. Might be well to feature some things the June Bride will be wanting for her trousseau. Be sure that you have competent fitters for the corset department. Keep in mind that STYLE is the big thing for early season buying.

*Saturday*

See if the display signs can't be touched up a bit for the spring season. See that the store directory has been brought up to date. Why not arrange with some local dressmaker to conduct classes in dressmaking this month? Set aside a big remnant and odd lot sale day.

*Monday*

Check up the ready-to-wear boxes to see if sufficient have been ordered for the coming season. Go over the spring advertising appropriation with the adman. Plan a men's shirt sale soon and follow it with some special offerings in men's ties.

*Tuesday*

See if sufficient alteration hands have been looked up to take care of the Easter business. Be sure you're ready to supply the hair ribbon demand for the Easter season. Find out if you've a good showing of women's new spring neckwear ready for sale.

*Wednesday*

Go through all departments and rummage around for any old stock to be moved. Have a feature ad on baby carriages very soon. If you've a plant department get your seeds and bulbs on sale now. Check up with glove department what is selling best.

*Thursday*

Close out all unseasonable millinery at any old price. See that arrangements have been made for new salespeople for spring season. A rousing sale of men's, women's and childrens hose ought to pull big amount now. Also, a sale of women's silk underwear.

By Ernest C. Hastings

*Friday*

See that the shoe department has new styles on display for the Easter season. Now would be a good time for a good toilet goods sale. See what knitting women are doing now and be sure there is yarn for them. About time to announce fur storage.

*Saturday*

Go over boys' clothing stock to be sure blue serge suits are in or on order for Easter. Don't neglect featuring golfing things some time soon. Why not run one big ad on the sports apparel for spring? A sale of spring and summer blankets will pull now.

*Monday*

Check up again to find out if bathing suits are on order or to be ordered soon. Advertise woolen yard goods suitable for making sports skirts. Get pretty buckles for the shoe department. They always bring in many extra dollars.

*Tuesday*

Clean up the ads to make them look spring-like and get plenty of style news into them. A sale of sheets and pillow cases always pulls good this time of the year. Easter also affords big selling opportunities in business. Wonder how a pre-season sale of porch furniture would go?

*Wednesday*

Be sure willow furniture and porch swings and hammocks are in or on order for spring. Now's a good time to investigate demand for lace and embroidery this spring. Have some attractive hat pins in the millinery department. Find out what the demand for knitted fabrics is.

*Thursday*

Check up grass rugs on hand and on order and see if they will be ready when warm weather comes. Advertise the making of slip covers if you do this class of work. Go over mark-up of departments to find out what efforts various departments must make along this line during spring season.

*Friday*

Plan some ads on dressing up the home for Easter with new draperies. Don't forget to have housefurnishing department get window and door screens and advertise same. See that there is an attractive showing of new silk sweaters for spring. Be sure all store equipment is looking its best.

*Saturday*

About time to place orders for trunks and bags in order to have them ready for summer vacationists. See if there is a possibility for the selling of some of the new knickerbocker suits. Don't neglect a notion sale or two now that home sewers are getting the family sewed up.

*Monday*

Be sure the waist department has a good showing of the latest spring models. Suits promise big for spring, so women's waists ought to be good. Plan ahead for a big wash dress sale right after Easter. Give the piece goods department some window space if possible.

*Tuesday*

Rainy season is almost here, so be sure of plenty of umbrellas and overshoes. Let the bargain counters reflect the new spring merchandise. About now a good sale of boys' wash suits ought to go very well. Feature leather bags and belts for Easter selling.

*Wednesday*

See that the stationery department has plenty of Easter greeting cards. Check up all supplies of the store. Mark down any strictly style merchandise that is not selling well. Be sure buyers are using the most economical shipping methods in getting merchandise to store.

*Thursday*

Be sure that fabric department is planning for National Gingham Week. Go over refrigerator stock on hand and the orders to see if supply is sufficient. A good feature of women's muslin underwear will pull well now. See if much wool hose left—if so, cut prices and close out.

*Friday*

Check up to see that windows are dressed with the new Easter togs. Sale of bungalow aprons and house dresses always pulls well in March. House cleaning time offers big possibilities for a sale in the house furniture department. Set aside one day for a sale of white cotton fabrics.

*Saturday*

See that the children's department has plenty of confirmation dresses. Easter selling always offers selling possibilities in attractive jewelry. When will the corset demonstrator be on the job? Toys for out of doors can be sold in fair quantities now. Go over salary lists to eliminate "dead wood."

## March

*Monday*

For confirmation don't forget that boys and girls will want patent leather shoes. Run a sale of cut glass and silver for the Easter season. Have buyers find out what merchandise can be had at a price for after Easter selling. Go over stock rooms to see what is held in reserve.

*Tuesday*

Go over ready-to-wear stock to see what models are not moving well. Don't fail to hold a good sale of little girls' gingham dresses. Insist that buyers have all mark-downs and mark-ups brought up to date at once. Believe an advance sale of porch swings and hammocks would go good.

*Wednesday*

Get April purchasing quotas ready for buyers. Force selling of style ready-to-wear next ten days. Rearrange furniture department to give good space to summer furniture. Run a feature space some day soon on sports silks. Be sure to get some publicity in monthly statements.

*Thursday*

Check up to see if lightweight knit underwear is ready for selling. Don't forget to devote at least one ad on Easter togs for the babies. See that umbrellas and rubbers are prominently displayed on all rainy days. An announcement of awnings should be made as soon as possible now.

*Friday*

Let the house furnishings department have two sales, one on iron ware and one on wooden ware. Feature bedroom furniture. Hold a sale of perfumes. Make a special offer in hand luggage. Show the new sports skirts in the windows. A special window display on baby goods. Plan another special offering of dainty aprons.

*Saturday*

Go over millinery stock to see if any models are not selling. Advertise that ready-to-wear garments to be delivered before Easter must be bought at once. See that monthly statements get out on time. Run an extra big sale of women's \$5 millinery. Give one day's ad to a big sale of women's shoes.

# People Are Awake with Spring. April Is a Month for Pushing Business

## April

Monday

Blouses of wash materials from \$2 to \$3.50 would catch the eye now. Go over the stock of girls' confirmation frocks to see that there are enough. Dress up the interior of the store so as to make it reflect an Easter spirit. Cancel all overdue orders on Easter merchandise.

Tuesday

Children are now beginning to get into wash frocks for school—push gingham dresses at \$3.95 to \$5. Talk with ready-to-wear buyer to see how tweed suits are moving. Also check up the sale of knicker suits to see if there is a demand for same. See how capes and coats are selling.

Wednesday

A good time to get rid of a large stock of shoes—a sale at the right price ought to last for three days. See that orders on white shoes have been placed and delivery dates set. Feature odds and ends and winter leftovers in Saturday specials.

Thursday

Be sure ALL windows reflect the Easter spirit with good style merchandise. Push knit goods wear with a special feature of stockings, silk bloomers and vests at special prices. If yours is a "resort" town of any kind offer popular priced draperies now with a big ad.

Friday

Get a window and ad on boys' blue serge suits for confirmation. Here is a chance for children's white dresses—organdies and voiles. This should link up with special items for infants. A toilet goods sale just before Easter is bound to pull big. Get on display electric equipment for the home.

Saturday

Plan a big sale and display of refrigerators for right after Easter. Wouldn't find any trouble making a sale in the colored wash goods pull with snap. Make imported gingham feature. See that there is a good assortment of waists to go with tweed and other sports suits. Hold buyers' meeting.

Monday

Has the infants' department a good showing of little coats and caps for the Easter season? This is the way to start a week's sale in ready-to-wear. Give them a silk dress for \$13.50 to \$15. Also spring top coats and suits of exclusive models for Easter. Do some advertising on awnings and window screens NOW.

Tuesday

Talk over with adman and buyers an exposition or sale for the June bride. Now is the time to push some luggage for those taking a week end trip over Easter. Also, sale of negligees and Pullman robes. Pep things up a bit with a sale of housefurnishings. Look into possibilities for silk sweaters during summer season.

Wednesday

See that furniture department has willow and summer furniture well displayed. Good time to go through stockroom to dig out all winter leftovers. See that housefurnishing department is showing bulbs and seeds. Good time for spring handbags at a price. Feature package goods in art department for summer embroiderers.

Thursday

See that small dress accessories are featured for Saturday. Offer table linen specials for the following three days. Tempt the young miss with a sale of party and dinner frocks of light and dark colors. Make it a one-day special. Be sure to have extra salespeople for Saturday before Easter.

Friday

Tomorrow would be a good day to put out a bargain table of men's ties. Sale of men's shirts always pulls good in the spring. Notion buyer will recognize advisability of having a hair net special. Tomorrow is the day for children's shoes for school and dress wear. Good time to have a sale of bath and face towels.

Saturday

Gloves in short and three-quarter length would surely draw the day before Easter. Plan now for some sales of ready-to-wear garments to pep up business the last of next week. Hold buyers' meeting to discuss plans for May business. Plan departmental events.

Monday

Trousseaus are under way, so why not spring a lingerie sale including Philippine, silk and domestic underthings? Go over ready-to-wear stocks and reduce those models that have not taken well. Check up all ready-to-wear orders and cancel any that should have been delivered before Easter.

Tuesday

Follow up on the lingerie sale. Feature silverware on a center table. Most of the grass rugs must be sold in next two months, so push them hard. Get a lot of porch cushions on which to have a sale. Have adman give good space soon to men's athletic underwear. Sale of boys' wash suits will pull if featured at popular prices.

Wednesday

Continue with lingerie and put on a house dress sale, placing them on tables on the main floor. Find out if umbrellas are put on sale each time an April shower comes your way. Xmas handkerchiefs ought to be about worn out, so a sale of them should go good now. Plan advance showing of summer millinery soon.

Thursday

This date calls for an initial showing of the summer voile and organdy frocks. The millinery section should work a showing of large hats at the same time. Ask adman to try out some direct mail folders to see what the results will be. Feature laces and embroideries for the home sewers preparing a trousseau.

Friday

Small fur scarfs would make a good number at this date, for their popularity is stronger than ever this year. Show and advertise ribbons to make the popular sash for dresses. Have dress goods department feature materials suitable for the making of sports skirts. Check sales force to eliminate all non-productive help.

Saturday

In order to clean up on tweed suits fix up your stock and put on racks at one price. Romper sale should be a good drawing card now. Find out if arrangements are being made to stage a spring baby week. Check up the mark-up of various departments to see how each section stands. Get a report on open C.O.D. orders. Hold buyers' meeting.

Monday

Good week to advertise and push a housefurnishing sale in conjunction with special kitchen items in the furniture department such as tables, cabinets, chains, etc. See if force in the alteration department is too large now. Might be a good idea to check mark-downs of various departments. A big apron sale will pull big now.

## April

Tuesday

Startle customers with a corset sale and include the new corselette for summer wear. One of the strong brassiere numbers should go well. Don't neglect the toy department. Feature roller skates, scooters and other things for outdoor play. Try out a sale of domestics, featuring muslins, sheetings, pillow cases, etc.

Wednesday

Mention some good china and glass numbers that would make appropriate wedding gifts. Run these for four days. Get in some summer furs to live up the ready-to-wear department. Run a big ad some day soon featuring sports things in all departments. Run an ad on automobile accessories for the summer tourist. Check up departments with high stocks.

Thursday

For those that carry sewing machines now is the time to feature them. Knitting yarns would make a feature for selling on the main floor and in the department. Try out a remnant or odds and ends sale, some time soon, using all leftovers and poor sellers from every department. Feature veiling novelties.

Friday

For a two-day run put out rugs for the spring movers. Let a curtain special come across along with new cretonnes. House and porch dress sale will pull big now if prices are right. Run a luggage ad for early vacationists and the June bride. Feature silks that are suitable for making the new sports skirts.

Saturday

Let the silk and dress goods departments, etc., feature materials suitable for sport skirts. Are you making preparations for a spring Baby Week? Check up mark-ups of various departments and see how each section stands. Check up the office to see what open C.O.D. orders there are. Hold sale of wooden ware in house-furnishings department, including stepladders, ironing boards, etc.

Monday

Boys' play suits and wool sweaters would make an effective sale along with millinery for little girls. Give out buyers' purchase allotments for May. Have summer vacation schedules made out soon. Cut prices on the heavier ready-to-wear garments. Have sale of boys' and girls' play shoes. Also feature women's athletic footwear. Hold buyers' meeting.



# The Merry Month of May Brings a Quick Start for the Summer Season

## May

*Tuesday*

Low shoes should have a sale in order to clear up stocks for the coming white season. Before entering the summer special sale season check over the mark-ups of the departments to see which one can stand the biggest reductions for the selling season.

*Wednesday*

Follow up on the shoe sale and bring a little light into the hosiery section by staging a corking good sale of silk hosiery. Make sure that the millinery department has closed out or is closing out all early spring hats and see that there is a good showing of the airy summer hats.

*Thursday*

Keep up the good work on the shoe sale. Give over the next two days to a special in the wash goods section. See if summer furniture is selling readily. If not cut the price and advertise so as to get things started. Advertise some of the toys used in outdoor play. See that bathing suits are properly displayed.

*Friday*

Prepare the children's section for a gingham dress sale. How about staging one for \$1 on Saturday? Get a little more steam behind the selling of grass rugs. The ones to be sold at a profit must go out in the next few weeks. Don't forget rag rugs, as they sell readily in warm weather.

*Saturday*

Give the men's sections a chance by having a good tie number and a special in shirts. Feature all the things that automobile campers will want during the coming touring season. Now's a wonderful time to sell a lot of iceless refrigerators if you have them in stock.

*Monday*

Umbrella week is close at hand, so have your stocks ready and ads made up for following week, when you should come out with the biggest specials ever. Follow up with rain-coats and bring the sale into the ready-to-wear department with clothes for rough weather. Feature your photographing department with special emphasis on your finishing facilities. Run several ads on small phonographs for the summer camp or the automobile.

By Ernest C. Hastings

*Tuesday*

The housefurnishing section has the best time of the year at hand, which is right after moving week. Women always do more or less embroidering in the summer time—are you getting your share of this business? Give over a goody section of the ad one day to a featuring of light fiction for summer reading.

*Wednesday*

Follow up for the rest of the week with housefurnishings and bring out a sale of \$5 millinery with the thought of hats for thinner frocks. Plenty of good merchandise in the market about this time for your bargain basement. See that there are plenty of white shoes in stock for the Decoration Day sales.

*Thursday*

Are you planning for May 15 when the straw hats come on? Why not give the men a shirt sale on Saturday and the boys a sale of Norfolk suits? Mark down all spring coats and see that they are closed out at once. Don't forget a big sale of wash skirts before Decoration Day. Sale of men's wash ties usually goes well about this time.

*Friday*

This should be a big day for a clearance of wool suits, coats and dresses. Get a good supply of week-end bags and see that they are put on the bargain tables from time to time. Check up to see what proportion of the toy orders have been placed.

*Saturday*

Give the women a special offering in the silk section and one in laces, embroideries and trimmings. Wash skirt time means an increase in your waist business if you get after it vigorously. Are you getting your share of the business now being done in summer furs?

*Monday*

Your notion section should wake up to an event such as Notions or House dresses or children's week—give them something different. Men's silk shirtings can be featured at this time for the making of women's summer dresses. See in what condition wash goods stocks are and stage a sale if too high.

*Tuesday*

Should see you under way for a toilet goods sale which will take place the following three days. Linens are an attraction just now—put them out on tables. See that orders for silk and wool or all wool hosiery are being placed for next fall. Now is a good time to take inventory of underwear needs for next fall. Stage a sale of handkerchiefs for summer.

*Wednesday*

White wash blouses are a good thing if priced low enough. The Tuxedo sweater should take a stand on the main floor tables. Put extra pressure on the sale of refrigerators if you are going to sell them at a profit. Might take another shot on the sale of awnings. Also feature some window screens in the ads.

*Thursday*

Finish up the week with a drapery and interior sale—you will find that an aluminum special brought up to the main floor bargain table would pull. Don't forget to run some ads of dusters and other garments for wear while touring in the automobile.

*Friday*

The wash goods section has the right time of year to bring off a big two-day event. Now might be a good time to write to the corset manufacturers about demonstrations for next fall. Have a sale of play shoes for boys and girls. Check up advertising expenditures.

*Saturday*

Children's millinery and women's house dresses are timely Saturday numbers. Make plans for a lingerie sale. A smashing sale of boys' wash suits always pulls big at this time of the year. Have you held a baby week this month? If not plan one at once and offer some extra good inducements to get mothers in the store.

*Monday*

A whole week for a lingerie sale which should take in negligees, etc. If things are a little slow try out a sale of domestics. If your prices are right you'll get a crowd. Don't forget a sale of furniture for the June bride as well as the other things that she will need.

*Tuesday*

Follow up with lingerie and come out with summer rugs. If you are near a summer cottage community a sale of cheap china sets will bring a lot of extra business. A featuring of porch and wash dresses always pulls well at this time.

## May

*Wednesday*

Lingerie, summer rugs and main floor specials of ribbons and dress trimmings. Check up to see that the windows of the store reflect the atmosphere of summer. Go through the stock rooms and warehouses to search out surplus merchandise.

*Thursday*

Time is ripening for vacations, so a three days event of trunks should be planned on, along with hand bags and the paraphernalia which goes along to make the trip. Plan for a big clearing out of all odds and ends of spring merchandise right after Decoration Day. Talk to all buyers who need to place fall orders now.

*Friday*

Plan an opening the following week with a sports week which will follow the day after Decoration Day. Give your customers all of the clothes they should have for the vacation week end. See that the office has June purchasing allotments ready for the buyers on time. See that all mark-ups and mark-downs are turned in before the end of the month.

*Saturday*

A good day for gingham dresses and specials from the sporting section, such as fishing tackle, as Bass Week is about to open. An extraordinary sale of men's, women's and children's hosiery ought to pull big. See that you are prepared to supply whatever demand there may be for parasols this summer.

*Monday*

This should be a day to throw the store open to a store wide sale and to make plans for a week of special openings of voile dresses and the picture hats to accompany them. Plan intensive selling for the first of June for grass rugs, refrigerators, porch furniture, hammocks and lawn swings.

*Tuesday*

Fill windows with voile and other summer dresses for women and children. Make preparations for a vigorous selling campaign on grass rugs, refrigerators, porch furniture, hammocks and lawn swings. Find out if buyers are ready for the June White Sale. Hold a buyers' meeting soon to make plans for big July sales.

*Thursday*

Are your plans all ready for your June White Sale? Glass and china would kick up its heels if given a chance at this time. Plan a buyers' meeting to talk over plans for the sales of July. Remind vacationists that you will fill mail orders from them.

# June Is the Month for Starting Summer Business Booming—Here's How

## June

Friday

Friday is a good day to hammer on ready-to-wear specials for the week-end. Get one out on gingham and light frocks for women. Porch shades, don't forget them. Check up to see if any sale for knit scarfs. Try to arrange a bargain table for children's play suits and dresses.

Saturday

The misses' department should be catering to the customers with graduation frocks and light summer hats. Don't let the gift department forget summer visitors in town. Bring out something in low Oxfords or pumps which is seasonal and attractively priced. See if refrigerator stock is ample. See that vacation schedules are made out in all departments.

Monday

This is the day when the store should open a lingerie sale. Be sure to link up advertising, window display and department with the same idea. Plan to have a special showing in neckwear, embroideries, etc. Put in a window display of things for the summer camp or camping trip. Get bathing suits and accessories well displayed. Feature radio sets for campers.

Tuesday

Turn the infants' section into one of summer suggestions and offer a few summer specials in bonnets, white dresses and gertrudes. Refrigerators talk for themselves at this date if properly priced. Don't forget to advertise playthings the kiddies use out of doors. Go over mark-ups and mark-downs of spring season. Check merchandise on order and in transit to see how it will affect stocks.

Wednesday

Continue strong with the lingerie sale and get the adman to put over a big ad for Saturday which should carry it through the week with flying colors. Go over departments to see how much steam must be put behind the July Clearance Sale. Ask buyers to check up on demand for all reasonable merchandise to see if prices need to be lowered to effect quick selling.

Thursday

Give men's shirts an ad, and with them sell socks, ties, union suits, etc. This is another favorable time to come out with a gingham day. Cut coat and millinery prices so low as to insure a final clearance. Investigate market conditions to see what will be available for July selling.

By Ernest C. Hastings

Friday

Luggage for the vacation should be pushed on a two-day sale at least. With this sale advertise suitable costumes to be worn for motoring trips, fishing, hiking, etc. Talk to blanket man to see that arrangements are being made for the August Sale. Cheap china dishes should sell well if you're near a summer resort.

Saturday

Boys' play suits and kiddies' gingham frocks should get more attention now. Also a special in bathing apparel and white tub skirts. Drive sale of porch furniture and grass rugs at this time. Get a few good ads on kodaks and supplies. Plan a large sale of white footwear for just before July 4.

Monday

Have a dollar sale in the art embroidery department. Be sure the ribbon department is showing fancy ribbons suitable for making women's and children's garters. Visit warehouses and stockrooms to see what is held in reserve. How about Christmas orders? Are sports clothes being pushed hard enough?

Tuesday

Try to get in a few fall hats and dresses and suits and announce them at once. A sale of towels now should pull if you're near a popular bathing resort. A bungalow apron sale always pulls well at this time of year.

Wednesday

Hold a big event in hosiery and one in gloves—silk gloves particularly. Corsets and brassieres of light, cool materials are timely. Hold buyers' meeting soon to talk over July sale plans. Feature small bags for the week-end trip. Put in a window of light fiction books for the vacationist.

Thursday

Summer silks ought to make a big hit if put out at a good price—one which will be outstanding. Don't forget to include pongee, because of the many summer uses it has. Suggest that your customers make a new Russian blouse for sport skirts. Make a drive on men's straw hats at a reduced price if necessary. Also keep after refrigerators.

Friday

Spend the next two days in clearing off the racks sport coats and lightweight serges. Come out strong with a feature in the domestic section. You aren't forgetting baby carriages, porch shades and hammocks, are you? See what summer fabrics need to sell more actively and price them accordingly.

Saturday

Sport millinery should have another shot. An ad on summer draperies might catch a lot of late buyers. Also feature some materials for the making of slip covers. Go to New York to investigate market conditions before sending the buyers.

Monday

Let the housefurnishing section feature a number of items suitable for light housekeeping, summer camps, lake cottages, etc. Don't forget that just now women are buying for IMMEDIATE needs. Check up with knit underwear buyer his needs for fall. See if there is any extra interest in silk sweaters.

Tuesday

Light wool sweaters for golf make a popular number. Be sure to show the model on a form, and with the form have the golf bag or tennis racket. How about putting each one of your salesgirls into one of the sweaters? Give over the part of an ad to muslin wear for vacationists. Tell customers you'll supply all their wants by mail when on their vacation.

Wednesday

House dresses are commencing to be really needed on account of the hot weather. Don't be hesitant about giving them one last sale for this season. Get ready and give out to buyers buying limits for July. Insist that each department show some fall merchandise as early as possible.

Thursday

There are many people who are backward in buying porch furniture until it is actually needed—get after the laggards. Check up departmental figures to see which stocks are too high. Urge buyers to push small lots and odds and ends so as to have more money for July purchases.

Friday

There are sheer white blouses, white skirts of wash and wool materials, ribbons for sashes, laces and embroideries which need to have their say at this time. Take another reduction on men's straw hats so as to sell as many as possible before the one-half price sale. Get after fur buyer about his or her August sale.

Saturday

Give the summeriest of summer hats an ad with a buyable price and start cleaning things off the shelves. Get rid of your umbrellas whenever you have a rainy day. Gloves and neckwear ought to go and light summer voiles, organdies, etc., should not be sitting around much longer. See how screens are going and advertise a little more.

## June

Monday

Here is a chance in the linen section, for people are already settled in summer homes and commencing to find out the things they need. Investigate drapery department to see what orders need to be placed now. Have a big sale of porch cushions at a popular price. Have a sale of overalls and play suits for boys.

Tuesday

Have a sale of luncheon sets, Japanese cloths. Make your customers feel they can buy linens made up cheaper for their summer uses than bothering to make them by hand. Have orders been placed for flannels and flannelettes in the piece made up? Go over store to check up all strictly summer merchandise.

Wednesday

Put in some good strong ads on hammocks and porch swings. Hold a sale of kimonos for travelers. Get sign orders in for July Clearance Sale at once. See if summer underwear stock is too heavy. Feature picnic things in an ad.

Thursday

End up your week and month with a drug sale; for popularity always reigns when there are beauty makers for sale. Go over Clearance Sale merchandise to see if prices are right. Check up bathing suit and accessory stocks. Mark down any refrigerators that are not selling.

Friday

Check up screens and awnings to see if stocks are being reduced fast enough. If not, plan a sale immediately for them. Go through all departments and dig out merchandise suitable for July clearance. Go over plans for August blanket sale with the buyer. Try another ad on men's straw hats to move them.

Saturday

Silk knit underwear ought to have a show, and can't something be done in the way of a good strong bargain in light stockings? Let the ready-to-wear feature summer frocks, for silks will be coming soon. See that window plans for July Clearance Sale are made. Keep orders for merchandise well in hand.



# Drive Hard on Summer Selling, and Make First Preparations for Fall

## July

### Monday

Now might be a good time for a big wash silk sale. Don't neglect advertising popular priced play garments for boys and girls. Go over both advertising and selling percentages. Be sure to hold a luggage sale for vacationists. Have a sale of women's cotton dresses.

### Wednesday

Clear up stocks of strap shoes. Find out about fur orders for the August sale. Watch how July sale starts to see if pricings are right. Have a sale of children's gingham dresses. See what bathing suit stock is like. Feature some blankets for tourists and campers.

### Thursday

Center some attention on fine negligees, especially Philippine embroidered underthings for vacationists. Have \$1 sale of men's straw hats. Get stock of men's shirts for a big sale late in July. Put in a window to attract automobile tourists. Feature golf accessories.

### Friday

No better time for a big drug sale than now. Have a bath towel sale for the benefit of bathers. Go over plans for August Furniture Sale. Feature silk kimonos for vacationists. Also a silk hosiery sale should bring big business now. Offer sandals for children.

### Saturday

Sale of bungalow aprons and attractive house dresses at popular prices. Sweeten up porch dresses stock and have a sale some time soon. Let picnic and week-end accessories be put on the bargain tables each Saturday. Plan for a bouncing sheet and pillow case sale.

### Monday

Don't forget stationery and supplies for the vacationist. Baby carriages can be moved now with a mark down. Have a sale of men's athletic underwear. Advertise a sale of popular priced china for campers and tourists. See that warehouses and stockrooms are cleaned up.

### Tuesday

Have a sale of matting suit cases and week-end bags. Hold a sale of work shirts at say \$1. Plan a sale of rompers for the kiddies. Let the toy department offer outdoor playthings at this time. Might be a good plan to reduce prices on boys' wash suits.

By Ernest C. Hastings

### Wednesday

Try a good ad on women's athletic underwear. Be sure that hammocks and porch swings are moving fast enough to insure their clearance. Get a line on woolen dress goods prospects for fall. Petticoats for summer frocks ought to sell in a sale. Show some early fall dresses.

### Thursday

Get in a window now of new fall millinery and any other fall goods you may have in stock. Close the July sale this week with a big boom. Close out any spring coats and suits you may have at any old price. Keep the windows full of summer outing togs. Get after grass rugs if not selling well.

### Friday

What are white shoes doing? Make move faster with a sale if necessary. Check up toy buyer on his Xmas orders. Make plans to boom corset business this fall, as it looks as though they were coming back strong.

### Saturday

Plan a big silk sale the latter part of August. Have a sale of separate pants for boys. See how many of your Xmas jewelry orders are placed now. Perhaps a sale of sports waists of either silk or cotton will pull good. Give over a big section next week-end to a sale of men's silk socks.

### Monday

Plan a bargain table of paper napkins, picnic plates, etc., for the week-end. Also get bathing togs on a bargain table if you're near a watering place. Get up an odds and ends sale for one day. Have house-furnishing department hold a sale of iced tea sets; also electrical appliances for summer.

### Tuesday

Try out a sale of muslin, giving good values at one or two prices. Have a big notion sale some time soon. If you have a camera and Kodak supply department feature it now. A remnant day in all piece goods will pull big. Offer wicker furniture at reduced prices.

### Wednesday

Get advertising planned for the August sale of furniture, blankets and furs. Hold another toilet goods sale the end of the month. Fireless cookers and ice cream freezers will sell well if advertised. Offer popular priced silverware for summer use. Try out a sale of Japanese kimonos.

### Thursday

Have a sale of washable things featuring dresses, skirts and shirts and all summer togs that are washable. Plan another sale of window and door screens. Check up departmental figures to see how the buyers stand as to expenses and business to date. Feature undermuslins.

### Friday

Have a sale of playthings for children, featuring suits, socks, dresses, shoes, etc. Find out about knit underwear orders for fall. Try out some novelties in hand bags. Give over an ad to tennis and golf wearables as well as all the accessories.

### Saturday

Get up a sale of women's sailor or sports hats at a popular price. Have another sale of luggage. Have a reduced price sale of men's summer underwear and also men's suits. Get stuffers on the various August sales ready for the monthly statements. Sale of first aid kits for vacationists.

### Monday

Why not special display signs for the August sales? Have a big house furnishing sale and follow this with attractive prices on refrigerators. Hold a big handkerchief sale and you'll be surprised at the result. Take a good mark-down on awnings and screens.

### Tuesday

Get another ad on grass rugs. Tell buyers of policies to be followed in taking inventory. Have an early fall showing of women's suits and dresses. Get ready for a two-day pre-inventory sale if stocks are high. Go over store for possible sale stimulants.

## July

### Wednesday

Group white shoes for a big sale Saturday. Have a sale in men's furnishings department of collar-attached shirts. Have a final clearance of all summer millinery. Go over stock rooms to get out all summer things that must be sold at once. Clean up wash goods department with a sale.

### Thursday

Get some of the advance fall models into the window. Perhaps a pushing of art embroidery packages will help the art department. Hold a sale of summer corsets. Find out the advisability of a Fall Fashion show and just what kind of one should be held.

### Friday

Better mark down bathing suits and accessories if stocks are high. Be sure all mark-downs are turned in by end of the week. Don't forget to see that school supplies are ordered. Have all buyers get in a sprinkling of new fall merchandise, and advertise it.

### Saturday

Go over order files and cancel all over-due orders. See if fur, blanket and furniture departments have enough help for the sales. Talk over with buyers plans and policies for rest of the summer. Study the ECONOMIST American styles number for merchandise tips for fall.

### Monday

Watch the various August sales that start today and see how they promise. A sale of sweaters for cool evenings will pull well if the prices are low. Put little more pressure on fall millinery. Offer to fill mail orders for all your customers who go out of town.

### Tuesday

Be sure school supplies are ordered. Make sure that all departments are showing a sprinkling of new fall merchandise. Cancel all overdue orders on summer merchandise. Hold final clearance of all summer millinery at any price.

# Clearing the Way for That Good Fall Business Is August's Job

## August

By Ernest C. Hastings

## August

### Wednesday

Cancel or renew all orders for summer merchandise that have not been delivered. Cut prices on porch swings and hammocks if stock is too high. Place orders at once for fall curtains. See what departments are having the most trouble making their figures. Have feature ad on steamer rugs and blankets.

### Thursday

A sale of hand made blouses ought to pull at a special price. Why not an offering of golf balls at cost. Get all organdie, dotted Swiss and voile frocks on reduced price racks for quick clearance. Also better investigate stock of summer sweaters, furs, etc.

### Friday

Find out if all Christmas handkerchief orders have been placed. Is the furniture pulling as well as expected? Don't neglect the comforts in the August sale. A two-day sale of sheets and pillow cases will also pull strong. Now would be a splendid time for a feature sale of undermuslins for late vacationists. Sale of summer rompers and wash suits.

### Saturday

Ivory toilet articles should sell now if displayed for vacationists. Devote one day in furniture sale to big reductions in willow furniture. See that novelty furniture is on order for Christmas selling. Talk over and make some plans for the fall fashion show. Make sure that school supplies will be in the house on time. Don't forget to feature the new fall things in millinery and ready-to-wear departments.

### Monday

Reduce stocks in washable colored frocks for girls with a sale. Put some mousquetaire gloves on an aisle table. Dainty kimonos will sell well for the vacationists. Make some plans now for a big sewing week some time the last of the month. Reduce the stock of women's and children's white shoes.

### Tuesday

A sale of glove silk underwear will pull strong. Have lingerie ribbons on the bargain tables. Investigate the stock of bathing suits. Have a showing of new fall pumps and oxfords. Insist upon a closing out sale of all summer merchandise. Hold a sale of men's shirts. Plan a toilet goods sale some time soon.

### Wednesday

Take a day off to go over all Christmas orders to see what is coming in and what more is to be bought. See how much knit underwear is to be ordered for fall. For the furniture sale specialize in odd pieces for a day or two. Keep after wash frocks for women with your blue pencil. Find out if bargain tables are pulling well.

### Thursday

You'll be surprised at the results of a worthwhile handkerchief sale. Vary your advertising with a sale of cool summer needs for stout women. Make tentative plans with display manager for fall windows. Hold a final sale of summer millinery. House dress sale at reduced prices will pull big now.

### Friday

Check up the discounts of all departments to see what ones are falling down. Look over all fall orders for gloves. Clear out in a reduced price sale all spring patterns in cretonnes. Try out net guimpes for sweaters and suits. Keep a close eye on the style situation in ready-to-wear.

### Saturday

Plan an attractive ad for boys and girls going away to school. Now would be an opportune time for a sale of children's hosiery. Now's a good time to plan for a real linoleum and oil cloth sale. Don't neglect stock reductions in grass rugs. See that fall footwear is coming in for early showings. Try out a bargain table with reduced price silk hosiery.

### Monday

Little extra effort in silk department will give good results now. Again good reductions on white footwear for final clearance. Go over all stocks and dig out summer goods that must be moved. Try out a rug sale. Go through stock rooms and warehouses for summer merchandise. Maybe further reductions on refrigerators will move some of them.

### Tuesday

Plan a rip-roaring sale of both toilet and laundry soap. Hold an August sale of linens. Show some of the very latest overblouses. All summer ready-to-wear should be put under a few price headings and pushed. Sale of boys' suits will pull if price is right. Plan a wash goods sale.

### Wednesday

More of the men's summer underwear can be cleared out with a sale. Show some advance waist models to boost business. Sometimes a late August sale of cut glass and silver will pull big. Be sure flags will be ready in sufficient quantity for Labor Day. Fitted suitcases ought to go fairly well.

### Thursday

Why not a sale of bridge and library lamps? Check up quantity of woolen fabrics on order for fall. No reason why a sale of nursery furniture should not help stimulate the August Sale. Toilet goods department might live things up a bit with a sale. Hold an old fashioned sale of muslin and sell it at cost to get a crowd.

### Friday

Plan for the end of the month a Season End sale of odds and ends. Don't wait too long to hold your school sale of wearables for boys and girls. See if cut glass and silverware is ordered for Christmas selling. Stimulate men's department with a sale of ties. Try out a sale of colored satin charmeuse. New suits will demand petticoats; see that some are ordered.

### Saturday

Your housefurnishing department can get a lot of extra business with a sale of aluminum ware. Have a showing of fall French millinery if you can get it. Have a window display of fall curtains and draperies. A bungalow apron sale always pulls big if prices are low. Men's department can pick up a lot of extra business with a sale of pajamas.

### Monday

Get out a good sized ad on new things for fall, featuring ready-to-wear, millinery, shoes, etc. Let one day soon be devoted to a sale of living room furniture. See that sporting goods department has full line of football things ready for fall. Get supply of rain capes and coats for children.

### Tuesday

See that orders for children's fall coats are on order. Have an ad and special showing of fall silk dresses. Talk to all buyers about fall outlook in their respective departments. A cushion sale will help the art department now. Hold an advance showing and sale of fall draperies. Get supply of oil and gas stoves ready for early September.

### Wednesday

See that cedar chests for Christmas are on order. Talk over advisability of changing all store signs for fall and also see that Christmas signs have been ordered. A few wash shirts at a very low price might pull fairly well now. Plan a drive on radio outfits for early September. See that shoe department has plenty of rubbers in stock or on order for fall.

### Thursday

An enamel ware sale in the housefurnishing department to end the month. Plan a sale of school shoes, some time soon. Final clearance women's wash dresses. See that Christmas cards are on order. See if trimming department is making preparations to take advantage of vogue for bead trimmings. Try out a sale of ribbons suitable for sashes for school wear.

### Friday

Hold another sale of sheets and pillow cases. Check up on desirable coast demonstrations for fall. Wool scarfs and capes in new colorings should find some sale now. Don't forget picture and gift departments for fixing up the home for fall. Find out if boys' department has mackinaws ready or on order.

### Saturday

Let the millinery department devote some advertising space to fall felt hats. Go through warehouses again to dig up remaining summer merchandise. Get up a drive on bargain table special for September. Go over departmental mark-ups to see if summer sales have hurt them to any extent. Try out a sale of imported gingham.

### Monday

Find out how much of the leather goods stock for Christmas selling has been ordered. Get in some inexpensive umbrellas for school use. Vacuum cleaners for fall cleaning. Give a mid-season price on new silk frocks of crepes and satins. Check up stationery department on school supply needs.

### Tuesday

Make out buyers' purchase allotments for September. Try a sale on cotton nightgowns. Show off whole line of fall footwear. Be sure that the notion stock is in good condition for September Home Sewing Week. Is the wallpaper department all prepared for the fall redecorating?

### Wednesday

Put out met's knit union suits and silk cravats. Has the purchasing department made arrangements for Christmas boxes in all lines? Advertise a special in tea and coffee sets in the china department. What will be the demand on yarns for the coming season. Call attention to the new novels in the book department for the late vacationist.

### Thursday

Make another journey through stock rooms and warehouses to remove all remaining summer odds and ends. Now is the time to begin making plans for your Xmas toy arrangement. Have a sale of handkerchiefs for everybody.

### Friday

Advertise cameras for the coming holiday. Bring out a pearl necklace at a price in the jewelry department. A special offering of Philippine lingerie for the college girl should bring response. Now is a good time to stimulate business on glove gloves. Make a showing of new fall coats with fur trimmings.



# Opening Month of New Trade Year Is Full of Promise

## September

By Ernest C. Hastings

## September

### Tuesday

Don't let a single ad get by these days without something in it for the school children. Check up the plans for the fall opening. Ofttimes a notion sale just before the opening will get a lot of extra business. Aprons and muslin underwear for the girls going away to college will bring many extra customers. Give over the ad one day to features in silks, woollens and wash fabrics for the home sewers.

### Wednesday

Don't forget to push ribbons for the little school girls. Now is a splendid time to plan a rousing sale of rugs, and in fact all home furnishings. A sale of house dresses will be good for just before the fall opening. After the rug sale try a two day event of linoleum. A picture sale always pulls well when folks are turning their thoughts indoors. Hold buyers' meeting Saturday and discuss fall plans.

### Thursday

See that your mailing list is in first class shape to send out the fall announcements. Plan some contests that will center the children's attention on your store during the early days of school opening. Maybe a sale of cotton fabrics suitable for school clothes will get a lot of extra business. Put school clothes on the bargain tables this week end. What about an unusual display of the new fall millinery in your best window?

### Friday

Decide at once whether you are going to use living models at the opening or not. If so get them and have garments fitted properly now. Try out a big sale of children's school hose. Try to work in a sale of dishes and house furnishings before the fall opening. See that there aren't too many summer sweaters left in the women's department. A sale of sewing machines ought to interest housewives just now.

### Saturday

Don't conduct your ready-to-wear advertising campaign on a hit or miss plan this fall. Lay out a definite schedule and stick to it. Get a lot of men's shirts and have a really worth while sale. Have a stock of oil stoves ready to put on sale the first snappy weather. Be sure to instruct buyers to look for novelties when in the market this fall. Stationery ought to sell if given good display and advertising.

### Monday

Bath robes and silk kimonos ought to sell in a big way to boys and girls going away to school. Why not try to move the few remaining refrigerators with another big cut in price. Lots of folks redecorate the home in the fall so feature your wall paper and draperies in some of the ads. Make sure that the window trimmer is ready for the fall opening. Be sure orders for Xmas novelty furniture have been placed.

### Tuesday

Do a little advance advertising for the fall ready-to-wear since the styles are radically different and the public may not accept them readily if you have not prepared the way. Small sale of toilet goods will get some extra business. Have an advance showing and sale of the new fall shoes or oxfords. Try out a fabric sale in which you will feature only two of the leading fall colors but in all materials.

### Wednesday

Go through all the warehouses carefully to make sure that summer merchandise has been cleared out. Now is a good time to check up the supplies that will be needed for Xmas and see that sufficient have been ordered. The sale in the men's furnishing department can be boosted with a sale soon. A sale of kid gloves ought to pull well now. Have store fixtures all cleaned up for the opening.

### Thursday

With the nights getting cool a sale of blankets and comfortables should pull in good shape now. Don't forget that there are style features in merchandise other than ready-to-wear. If the nights are cool put flannelette night robes on the bargain counters. Grass rugs can be moved if you reduce the price sufficiently and advertise them. See that bath robes for Xmas selling for men and women are on order now.

### Friday

Whenever you have an ad on fall suits be sure to feature some pretty silk blouses. Hold a sale of corsets calling attention to the fact that the new styles demand a new corset. A sale of fall dresses at about \$18.50 should attract crowds. Be sure that heavy underwear is in the store, and marked and ready for selling. Put any and all left over summer merchandise away during the fall opening—it hurts your new goods.

### Saturday

Now is a good time to go over the departmental mark ups with the various buyers to point out what is required of them the coming season. Go over the advertising percentages of the departments and make such adjustments as are necessary for fall. Why not a sale of floor lamps. Examine every phase of the business to see where it is possible to get the costs of doing business down.

### Monday

Plan a real sale of floor coverings and draperies for the last of September or the first of October. Now would be a good time to have a big opening sale of all the new silks. Check up the stocks in the various departments to see which ones need watching. Have a dressmakers' sale soon in which you will feature everything that they will need for making women's and misses' fall garments.

### Tuesday

Check up the selling force in all the departments to see if you have enough salespeople and to see if they are all good ones. Don't forget your trimming department in your fall advertising. Get in and feature some of the attractive fall scarfs that are on the market. Remember that children's wear and silk kimonos can be shown in the style show. Plan some definite merchandise for the bargain tables for the fall.

### Wednesday

The infants' department ought to be showing some of the things needed to keep the baby warm during the cool fall evenings. Devote a space in your paper to new veils and new hats. Have an early sale of silk and silk and wool hose for women. Don't wait too long to hold a sale of sheets and pillow cases. Added interest may be had if you feature some low priced muslins at the same time. Have a sale of bath towels.

### Thursday

Plan an early sale of household linens. Now is a good time to have a good showing of evening wear. Make sure that the shoe department has plenty of overshoes ready for the rainy weather. Some Saturday soon hold a big sale of boys' suits. Check up the ready-to-wear department to see what prices are in most demand, and also which styles appear to be taking best. Order some boys' corduroy suits for a sale later.

### Friday

Try out a real sale on 100 piece dinner sets. Try out a dollar day in the art embroidery section. Let the shoe department have a good space in the ad to feature evening slippers. A lot of fur pieces can be sold now if you feature them. Find out from the silk buyer which colors and weaves are being bought most readily. Give a small window to the new veillings and gloves. Was the fashion show a success?

### Saturday

Now is the time to plan and hold a sale of children's heavy shoes. If millinery buying isn't as heavy as it ought to be, try out a \$5 sale. Don't forget that high school and college girls will soon be wanting gym bloomers and middies. If you hit the right thing for women to knit you'll sell a lot of yarn this fall. Never a better time than now for a sale of men's socks. Have plenty of children's rain coats.

### Monday

If fall coats are not moving fast try out a sale of good ones at \$25. October is the month for umbrellas, so be sure you have plenty in stock. Might check up to see what woollen dress fabrics are proving most popular with your customers. Make sure that the toy buyer has on order plenty of Xmas tree ornaments. Go through the store to see if it really reflects the spirit of the new season. Are flannelettes selling?

### Tuesday

Why not give over a window or two to a good display of curtains and cretonnes for fall. Has the toy buyer placed all his orders for Xmas and are deliveries coming through? The old reliable toilet goods sale will pull just about now. Make sure that the ready-to-wear departments are getting enough advertising. Has the corset buyer made arrangements for some good demonstrations. How is wool hosiery selling?

### Wednesday

See how much leather goods is to be bought for Xmas, and how much, if any, has already been delivered. Have a few big smashing ads on women's coats if the weather is favorable. Cool days bring the need for automobile robes, so show them. Card tables in a sale will help out the furniture department. A bargain table of 50c. jewelry will get a lot of extra dollars. Have an early sale of men's and women's bedroom slippers.

### Thursday

Beds and bedding sales will help a lot. Check up in the various departments to see what items are pulling best and then plan some of this merchandise at a popular price for the bargain tables. Get the advertising department busy on plans for booklets and bill stuffers for the Xmas season. Have an educational ad on the new corsets for fall. Prepare buyers purchasing allotments for October.

### Friday

The new costume demands a new handbag, so be sure these are featured in a prominent place. Try out a sale of mattresses for one day. Make plans to drive your business in October. Get an assortment of slip-over sweaters to put on the bargain tables. The shoe department can get some extra business when the rainy days come with boots for children. Find out what fur trimming is proving most popular this fall.

### Saturday

Now is the time to check the selling records of the month to see what the season promises in the way of increased business. Better make your plans now as to how the toy department is to be laid out this fall. See what merchandise is coming back for exchange or refund. Check up mark-downs.

### Monday

If the weather is cool now is the time to get some windows and some advertising on furs. Don't forget that blankets can be sold in large quantities on the bargain tables. Folks are fixing up the home now, so do not fail to go after the curtain and drapery business of your town. Take your off days and stimulate them with extra special items.

# Cold Weather Has Put Pep in the Air to Spur October's Business

## October

By Ernest C. Hastings

## October

### Saturday

See that flannelette garments are on display. Either put summer furniture out of the way or take a further reduction to clear it out. Check up to see if novelty furniture is ordered for Christmas. Hold blanket sale first cold day. Get replacement values that will be affected by the tariff. Have sale of children's bath robes for cool mornings. Give one bargain booth over to towels of all kinds at special prices.

### Monday

See what ready-to-wear models appear to be taking best. Plan special drive of women's heavy oxfords and at the same time feature wool or wool and silk hose. Splendid time now for a sheet and pillow case sale. Advertise cold weather things for infants. A feature ad of furs will stimulate extra business. Make plans for an October linen sale.

### Tuesday

Go over payroll to see that all employees are producing. If the weather is cool try a sale of boys' corduroy suits. Go through order files and cancel all overdue merchandise or renew same. Do not delay longer in running an ad for woolen dress goods. Get a good window display of infants' and children's warm coats. Give one day to art embroidery to feature things to be made for Christmas.

### Wednesday

See that neckwear department has an assortment of wool and silk and wool scarfs. Plan a feature sale of women's coats at \$25. Go over with buyers all Christmas merchandise and see that same will be in for display immediately after Thanksgiving. Be sure to feature all gas and electrical heaters you have. Stimulate house furnishings department with a sale of aluminum ware.

### Thursday

This is a good time to check up newspaper rates, circulation, etc. Good space devoted to curtains and draperies ought to pull well in October. Hold special exhibition of lamps and shades for people fixing up home for winter. See if store supplies are being handled in economical way. A house dress sale will always stimulate a dull day. A window display of glove silk underwear.

### Friday

Fine rugs at moderate prices sell readily this time of year. Plan an advertising campaign for the silk department featuring one day black silk, another day navy silk and a third day colored silks. Change ready-to-wear advertising by featuring fur collared coats. Check up and see if there is any demand for women's suits, particularly of the three-piece variety. See what merchandise is being returned and find out why.

### Saturday

Don't forget to have umbrellas displayed every rainy day. Small space given to new flannels will do wonders. Let kitchen furniture be

a feature for house furnishings department. In the advertising emphasize necessity of the right corset for the new garments. For one Saturday plan a big showing and sale of women's \$5 hats. Make up your mind now how much space should be given to toys this year. See that stationery department has a good showing of Thanksgiving favors.

### Monday

Do not delay too long in marking down and cleaning out early fall millinery. The sewing week idea might be capitalized on now in connection with fabrics for making children's school suits. Check up silverware and linen departments for complete stocks for Thanksgiving. Be sure one of your windows is given over to a showing of new hosiery.

### Tuesday

Have a sale of men's, women's and children's gloves. When trimming a ready-to-wear window use newest veils on figures. Check up immediately mark-ups and mark-downs and talk with those buyers whose showing is not entirely satisfactory. See that the furniture man has cedar chests on order or on the way for Christmas. Try to get some unusual handbags for women, to sell at \$5. Hold a special exposition of infants' furniture. Arrange for showing of Oriental rugs.

### Wednesday

Suggestions in linens for the fall bride. The latter part of October is a good time for a big linoleum sale. Plan now a drive in the woolen fabric department, featuring one day materials suitable for coats, another for skirts, another for suits, etc. Let the silk department have an ad featuring fabrics suitable for making women's handkerchiefs. Don't forget to run a big announcement of fur things soon. See if parcel post, express and freight deliveries are being held up.

### Thursday

Tell the public of your facilities for making shades and draperies. Couch covers, draperies and all interior hangings should be well displayed at this time. Try to get bridge lamps at reasonable price for sale. Do not forget to cash in on the present vogue for ribbons. See that the bargain tables are being supplied with the kind of merchandise that pulls big. If boys' wool mackinaws are ready hold a sale soon. See if the lace department has new laces such as Chantilly, etc.

### Friday

Feature one day heavier golf togs for the country club. See that the lighting system of the store is in good condition so as to cut down electric light bills. Window display of new curtains and cretonnes. Millinery department should do well with a sale of untrimmed hats.

### Saturday

See what demand there is in your community for capes. Check up to see if the sale of silk petticoats has increased with the long skirt. Make

sure stationery department has Christmas cards, etc., on order. Late October is a good time for toilet goods sale, featuring necessities for fall and winter. Give over some space in your ads to stimulate automobile rugs. Lamp department can get some extra business by featuring boudoir lamps. Plan a floor covering drive, featuring one day Wilton rugs, another axminster and a third day Brussels.

### Monday

See if there is any special demand for embroideries. See what priced merchandise in style departments is pulling best. Start talking early Christmas gift buying in some of your departments. Take one of your windows to show new style of open work gloves. Advertise fur trimmed coats for misses and children. See that the ready-to-wear department will have plenty of evening gowns for the Thanksgiving social season. See if chokers are selling well in fur department. Plan big drive of women's dresses in a week or ten days at \$18.50.

### Tuesday

If you have a book department give it some space in the advertising. See what corset demonstrations are to be held soon. Be sure house furnishings department has carving sets ready for Thanksgiving trade. Electrical appliances featured at this time will sell well. See that the art department has an instructor in knitting. Now is a good time for the sale of men's ties. Make a list of those departments that must be condensed after Thanksgiving for Christmas wares and see that stock in these are properly reduced.

### Wednesday

The boys' department might get some extra business with a sale of boys' chinchilla coats. Let one of your windows show children's bloomer frocks. Get up a big ad on home dressmaking in which notions, fabrics, patterns, etc., will have good display. Put in a silk window showing all brilliant shades for fall. See that all store fixtures and equipment are in good shape for Christmas. Now would be a good time to start dressmaking classes if you can secure a good instructor. See that knit underwear departments have a complete stock. Keep up your advertising of wool materials.

### Thursday

Check up all orders of import merchandise for Christmas to make sure it will be received. Put Halloween favors on bargain tables. Hold a clearance sale of bedroom furniture featuring odd pieces and suites. Check up alteration department to see if it is giving satisfactory service. On some off day of the week plan a big house furnishing sale in which you will feature enamelware. An exhibition and sale of bedroom slippers for men, women and children would bring extra business. If you can get some handkerchiefs at a price put them on the bargain table. Let one of your windows display new boudoir robes.

Give over a section of your pa-

### Friday

per to comfy things for the old ladies. If your art and gift department is large enough teach making of lamp shades. Stimulate bedding department by special sale of silk comfortables. A window display of decorative linens will help. See if the delivery department has any open C. O. D.'s and what the total amount is. Let there be a sale soon of women's kimonos. If women's suits are not moving properly, cut price and get rid of them.

### Saturday

Give a space in the ad to flannelette night robes and pajamas for the family. Put crepe de Chine in the new fall shades on the bargain tables some busy day. Also, give over a bargain table to woollens at a special price. Let shoe department feature heavy walking shoes for women. See what departments are having heaviest mark-downs and find out reason for it. Let the art department offer some gift suggestions in practically every ad. Now is a good time to put lower priced millinery on bargain tables. Novelties in jewelry are good for bargain tables.

### Monday

Devote small section of the ad to linens for the making of handkerchiefs; bring extra business. Hold sale of low priced fur trimmed coats for women and misses. Clear out all sports togs that are suitable for only early fall wear. Let the lingerie department feature some Philippine stuff for extra business. The woolen department can stimulate business with a sale of imported materials. Early in November is the time to plan for one of your biggest sales in millinery.

### Tuesday

Remember that immediately after Thanksgiving style merchandise dies fast so now is the time to plan reduction of stocks that are too heavy. Advertise engraving Christmas cards now and insist that orders be placed at once. Many extra rugs can be sold before Thanksgiving with judicious advertising. See that every department has plenty of supplies. Make preparations for a big blanket and comfortable sale immediately after the first of November. If any model hats brought in for the opening are left close them out at any old price. Check up delivery department to see if equipment is in first class shape for big holiday rush.

### Wednesday

Talk with the display manager about interior decorations for the Christmas season. Think up some new kind of Santa Claus stunt to pull off this year. Give a window about two weeks before Thanksgiving to evening gowns. Go over Thanksgiving advertising campaign with the adman. Plan big campaign ad for mid-winter millinery. Give advertising variety by planning a page of automobile wearables in which will be included coats, suits, shoes, hats, hose, gloves, etc. Get the linen and china buyers pepped up for big Thanksgiving sale.



# This Is the Month When Christmas Preparations Are in Order

November

By Ernest C. Hastings

November

**Thursday**

Special offering in linoleum should bring a response. Put bungalow aprons on a booth. Check up to see that all Christmas boxes are either in the house or in transit. If the weather turns cold bring out women's and children's flannelette nightgowns at a price. These should pull strong.

**Thursday**

Check up stock of bath robes for the entire family. In stationery department urge that Christmas cards be engraved now. Hold sale of women's wool hose. Try to get a fur coat to offer at a good price. Put silk charmeuse on a table at about \$1.59 a yard. Men's silk shirts should go well now.

**Thursday**

Make plans now for a big sale of women's dresses to be held just before Christmas. Hold a midseason sale of furs. Plan advertisement featuring all gifts that can be made by hand. See that all requisitions for Christmas gift boxes are in the supply department. Plan with advertising man to get all publicity into holiday dress the day following Thanksgiving.

**Friday**

Have advertising department get up some sort of booklet giving suggestions for all in the home. Be sure that change in store hours is given prominent place in daily publicity. Talk with delivery department about handling Christmas rush. In holiday merchandise ads do not forget staples.

**Friday**

Try a sale of enamel ware. Now that the football season has arrived be sure the ribbon department displays the favorite colors. Don't delay longer to either renew or cancel all outstanding Christmas orders. Are we well taken care of in the gift department with pillows, candle sticks, etc., for Christmas gifts?

**Friday**

Remember that the feminine heart loves silk underwear best as a gift. Is the department ready for business? In all piece goods departments feature sale of remnants. Beds, mattresses, etc., might be stressed. Offer, say, 100 fur trimmed hats at a supreme sale. Have rug buyer get in a special number for Christmas.

**Friday**

Feature sheets, pillow cases and comfortables for the Thanksgiving visitor. Show latest novelties in the dress trimming department. Also show accessories for evening wear. Try a sale of cretonnes.

**Saturday**

Buyers' meeting. This will be the last before Christmas. Urge that requisitions for Christmas holiday boxes, wrapping paper, etc., be made at once. Feature smoking jackets and smoking stands for men. Hold a sale of surprise gifts for the girl and boy home from college for Thanksgiving.

**Saturday**

At buyers' meeting stress the necessity for special purchases for Thanksgiving business. Offer a Saturday special in misses' apparel. Sale of winter shoes for kiddies should bring results. Call attention to floor lamps by showing them prominently in the department. Novelties in handbags and jewelry for gifts should be on display now.

**Saturday**

Buyers' meeting. Check up stock of goloshes and overshoes. Hold a sale of flat silverware for the Thanksgiving need. Table linens should be featured for Thanksgiving also. In the fur department offer a choker at a price. Push yarn for the making of Christmas gifts. What are the chances for a big sweater business?

**Saturday**

Buyers' meeting. Have advance sale of Christmas ties for men. Be sure that fillers giving gift suggestions are enclosed in every package. Will the Christmas mail order business be well taken care of? Check this up. What will be the policy with reference to mailing gifts free?

**Monday**

Run special ad on last minute needs for Thanksgiving. A Run of the Mill sale of silk hosiery on a bargain table would pull strong. Be sure that all store decorations planned for Christmas conform with the fire regulations. Get up a letter to be sent to all the kiddies in the town, urging them to come and see Santa.

**Monday**

Are store hours to be the same during the holiday season? Check up the personnel department to see that arrangements are being made for extra help. Offer a lot of boys' overcoats at, say, \$10. Be sure display man has Christmas decorations at his finger tips ready for the season. Speaking of preparations for Christmas, is Santa's Suite freshened up?

**Monday**

Display a good assortment of house slippers for men, women and children. Wrist watches for men and women might be offered in the jewelry department. Special offerings of kimonos and negligees are very good. Have an advance Christmas sale of knitted scarfs and tams. Take inventory of ready-to-wear and make all necessary reductions in price.

**Monday**

Is there a complete supply of Christmas tree ornaments on hand? Plan to introduce Santa Claus in the toy department next Monday, giving him a hearty welcome. Be sure he has a little favor for all the children who visit him. Be sure there is a good supply of novelties in the infants' department, for gifts.

**Tuesday**

Be sure that all Christmas signs are ready for distribution throughout the store the day following Thanksgiving. Watch early Christmas buying for indications of shortages in various lines. Hold a pre-inventory sale in ready-to-wear. Try a sale of domestic rugs. In an ad list Christmas savings on every floor.

**Tuesday**

Hold election day sale of men's clothing. Misses' and women's coats for \$25 should bring extra business today. Have sale of luggage for the Thanksgiving tourist. Special in long kid gloves would certainly pull. Aluminum kitchenware should be called to the public's attention now. Election day shoppers might be interested in sewing machines.

**Tuesday**

How is the heavy underwear selling? Show in department a supply of needlework package goods as gift suggestions. Hold a Dollar Day sale in the downstairs store. Are all Christmas departments being spread out enough? Be sure handkerchief department is fixed up nicely for extra business. What are the display man's ideas for holiday window trimming?

**Tuesday**

Be sure there is a complete stock of umbrellas for the entire family. Make special offer of odd pieces of furniture as gift suggestions. Check up to see that extra floor men are well posted in the men's furnishings department; offer silk shirtings packed in Christmas boxes.

**Wednesday**

Have good space in book department devoted to Christmas books for children. See that the business rush to the toy department is well taken care of—provide express elevators, etc. A sale in heavy knit underwear for all members of the family would pull now. Fancy lines shown in the art embroidery department make splendid gifts. Offer smart dresses at a price for Thanksgiving.

**Wednesday**

Be sure there is a full stock of boys' raincoats, since most chaps find such a gift just the thing at Christmas. Clear out all fall millinery. Put knit and glove silk underwear on a table. Be sure space is set aside in the toy department for a tank or tracks for electric trains, etc. Hold an advance Christmas sale of perfumes.

**Wednesday**

Try to pep up business in the blouse department with a special offering. Think up some kind of contest for employees during December. What special inducements are offered in the piano and phonograph department? Check up and sell at any price leftovers of the fall season merchandise.

**Wednesday**

Run a page of gift suggestions for the entire family. Arrange a place where customers can have their Christmas packages wrapped for mailing free. Place on sale sample novelties in fancy garters, boudoir caps, fancy neckwear, etc. Be sure stationery department offers attractive Christmas favors.

**Thursday**

See that there is a good supply of cedar chests for Christmas. Go over December buying allotments. Hold a sale of woolen hose and also heavy gloves for winter sport wear. Have an understanding with salespeople with reference to special shopping hours during the coming month.

**Friday**

A sale of run-of-mill silk hosiery will go well. See that the delivery department is ready to care for the Xmas rush. Be sure that all holiday decorations conform to insurance regulations. Keep staples well to the front during holidays. Make up surprise packages for Xmas selling.

# This Is a Month of Constant Driving to Make a Big Record

## December

### Saturday

Feature ready-to-wear strongly between now and the 15th. Go over outstanding orders of every department carefully and cancel overdue Christmas merchandise unless it is sure to be in immediately. Check up the delivery department to make sure it is in condition to handle the rush of holiday business. See that all exits and entrances are working freely so as to take care of the crowds of people. See if some aisle tables need to be removed to facilitate circulation of the crowds.

### Monday

Now is the time to plan for a big shoe and ready-to-wear sale day after Christmas. Install cashiers and wrappers in those departments in which they can speed up service. Plan a children's dress sale for the latter part of next week. Give about a quarter page ad to men's, women's and children's hosiery for Christmas gifts.

### Tuesday

Is Santa Claus selling surprise packages, and if so how are they going? If not, why not try out next Saturday? Go over store to see if decorations, etc., reflect the holiday spirit. On busy days, give over bargain tables to staple merchandise for gift purposes. See if any Christmas merchandise is moving so fast as to justify re-orders.

### Wednesday

Give over entire advertisement and box everything you possibly can for the event. Better check up the jewelry department at once to see if it is getting its required business. Check up advertising percentages to see what departments can stand a little more pressure. Give at least quarter-page ad to both high and low priced handbags.

### Thursday

If you have not already done so, why not fix up a very attractive booth for the selling of handkerchiefs. Let the ad for toy department one day feature all new and old games. Force sale of bulk merchandise as much as possible so as to get it through delivery department at once. If any fall suits are left, cut severely to close out. Check up with personnel department to see that every department has sufficient salespeople.

### Friday

During rush days put information men or women at the entrances of the store so as to direct customers to the proper departments. A quarter-page ad of neckwear and scarfs for Christmas giving should pull well now. Be sure cut glass department is clean, sparkling and attractive. Even though you do not have a book department, why not a table of fiction for the holidays?

### Saturday

Do not forget to have small announcement in advertising almost daily about Christmas gifts and

stationery. Have big sale and offer umbrellas suitable for Christmas gifts. Make sure every department is supplied with holiday boxes. Insist that the piece goods departments show as much merchandise in Christmas boxes as possible. Run page ad soon on Christmas gifts for \$1.

### Monday

Plan sale of blankets and comforts soon. See if any of the dolls need price reductions to start them moving. Make careful survey of the windows to see if they are shouting Christmas to passersby. Insist that every ad have a holiday appearance. Box petticoats for Christmas giving.

### Tuesday

Give over large size ad in the toy department to mechanical toys. Have attractive ad for the infants' department, showing some of the little articles suitable for gifts. Put on bargain table blouses for gifts at a popular price. Plan sale and Christmas display of table lamps. Let furniture department do most of its Christmas advertising now.

### Wednesday

Give Toyland a big ad on educational toys as soon as possible. See if merchandise has been bought and shipped for the big day-after-Christmas sale. Make sure Santa's location in the toy department does not interfere with the selling of toys. Do not forget to advertise gift gloves. If you have not one already, now is a good time to organize art and gift department and advertise it big.

### Thursday

Plan a sale of men's shirts suitable for Christmas gifts. Let ribbon department make up assortments of hair bow ribbons and put them in boxes. Go over store carefully and mark down any Christmas merchandise that is not moving properly. Give over advertisement one day to lists of gifts for each member of the family. Check up the jewelry stock to see if they are going down satisfactorily.

### Friday

Go through stock rooms to see if any Christmas lines are too big and if so, make plans to move them. Do not forget to put a slip in gloves for Christmas gifts insisting that the gloves be brought to the department for try on. Feature needed curtains and draperies for fixing up the home for Christmas. Give ad one day to things the little girl will want for Christmas.

### Saturday

It is not too early to try out a few spring garments in the ready-to-wear department so as to get people thinking of that section. If there are too many women's coats left try a sale at reduced prices. Same with dresses. Why not an ad

in which you will feature gifts for people whom one might overlook? Force sale of jewelry and toilet articles strongly at this time.

### Monday

You can get a big day in the millinery department by offering all hats at half price. Plan three separate sales of handkerchiefs—one for women, another for children and a third for men. Give at least a quarter-page ad to gift furniture. Do not forget to feature Madeira and fancy linens for gift purposes. Plan big drive of silk, silk-and-wool, and wool hosiery as gifts.

### Tuesday

Plan attractive Christmas greeting card ad for the 24th. See if knit underwear stocks are too heavy and if so, try to reduce them by cutting prices. Be sure bargain tables do not make for serious congestion during the final rush. See if blanket robes are selling satisfactorily. Have beautiful window of silk underwear put in soon. Ask buyers to report any slow moving Christmas merchandise at once.

### Wednesday

Make a strenuous drive this week on jewelry, leather goods, toilet articles and similar Christmas goods. Be sure several collections are made from the cash registers daily during holiday rush. Talk to display manager about plans for decorations for the January White Sale. Be sure every consideration is shown to employees that they may be kept in good shape for the final rush.

### Thursday

Let final Christmas ads be devoted mostly to lists of the smaller wares. Avoid if possible taking on any new help now for Christmas. See if everything is ready for the sale, day after Christmas. Now is the time to go through the toy department and make drastic reductions on items that have not sold. Check up all new help taken on for Christmas and see if any should be kept.

### Friday

Why not a half-page ad for electrical gifts for the home? Give our bargain table to leather goods at reduced prices, if stocks are high—make another investigation of stock rooms and warehouses to see if any Christmas merchandise is being overlooked. Caution salespeople not to promise delivery of merchandise unless they are sure it can be done.

### Saturday

Visit receiving room daily and rush late arrivals of Christmas goods on sale at once. Have handkerchief buyer prepare for the day-after-Christmas sale with all left over odds and ends, etc. Make hurried investigation of all departments in store to see if extra reductions will clean out any of the strictly Christmas goods that are not moving. Insist that day-after-Christmas sale merchandise go into windows.

## December

### Monday

Make plans to give every employee of the house some sort of gift before leaving tonight. Let bargain tables for day be given over to small Christmas items at reduced prices if possible. Insist that buyers order new signs for their departments at once. See that buyers participating in the day after Christmas sale have their merchandise and departments ready. Have a jolly Christmas yourself.

### Wednesday

Talk to buyers who are to participate in January White Sale to see if merchandise is marked and ready. Go through store to see that Christmas signs are down. Insist that all exchanges of Christmas merchandise be made cheerfully and courteously. Check up every department to see what Christmas merchandise is left over and see whether it is advisable to put it away for another year or try to sell it at reduced prices.

### Thursday

Hold buyers' meeting soon and discuss the policy for the January Clearance Sale. Get together all soiled Christmas merchandise and either put it on bargain tables at big reductions or give it away. Now is a good time to feature winter sports apparel. Begin making plans for February furniture sale and sale of housefurnishings. Check up display manager and his White Sale windows.

### Friday

Go over departmental figures with the office to see what purchase allotments to make to each department for January. Let advertisement be in form of New Year greeting. While Christmas business is still fresh in your mind, dictate a summary of the mistakes made this year so they can be corrected next year. See what departments have too much room, now that the rush is over. Get forms ready for inventory.

### Saturday

Make plans for some big departmental sale events the last two weeks of January. Have all Christmas merchandise that is to be carried over for another year put away at once. Ask personnel department to check up help to see if there are too many people on hand. Give over bargain tables on Saturday to odds and ends of items that can be offered at big reductions.

### Monday

See that everything is in readiness for big White Sale. Hold buyers meeting and insist that they go over their departments very carefully to pick out items for big January Clearance Sale. Check up departmental gains for the year and see which ones have done the best and if possible, find out why. Think over advertising appropriation for next year.











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